



Example of CRM Marketing Job Description

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Our growing company is looking to fill the role of CRM marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for CRM marketing

- Ownership of selection, implementation and management of email service providers, templates, dynamic content, personalization and marketing automation software
 - Receive and review analytical reporting to measure marketing effectiveness on a program level
 - Understanding of marketing databases and EDWs in order to generate customized marketing lists and output customized segmentation
 - Accountable for driving the Whistles CRM strategy, including
 - Create, test and refine automated, multi-touch, targeted customer lifecycle email marketing programs that promote customer loyalty, re-engage lapsed customers, and drive new customer acquisition
 - Work with the external email vendor to understand developments and best practice in email marketing use of modular templates, dynamic content, recommendations, and present opportunities to management team
 - Manage the scheduling, testing and deployment of all customer emails and ensuring that everything is on brand and delivered within agreed timelines
 - Present CRM plans to the wider business
 - Track the weekly performance of campaign KPIs against the team targets and communicating results out to the CRM team and the wider business
 - Own campaign targets, monitor and adapt plans to keep in-line with business objectives and market changes/trends
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- Working knowledge of databases, Access, and Microsoft suites, and BI tools like Microstrategy as plus
- 2 years of experience in a marketing or related role using Salesforce either as a user or as an administrator
- Technical aptitude to comprehend and collaborate on improving marketing platforms, processes, and data with internal and external resources
- Innate ability to learn technical systems the ability to problem solve and think outside the box
- Excellent communication skills, with the ability to inspire collaboration across all organizational levels
- A positive attitude, willingness to pitch-in and good sense of humor