



Example of CRM Marketing Job Description

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Our company is looking for a 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

- Work with the Data Team to effectively track and report against team KPIs
- Work cross functionally with trade marketing, commercial teams and suppliers to deliver supported events, promotions and range change strategies
- 3+ Years data marketing/CRM experience, including email marketing (preferably client side) across the lifecycle (acquire, keep and grow)
- Retail marketing background (preferred)
- Personable & approachable, building strong relationships within the team and within the wider Group Business & market focused in order to deliver the right results to the business
- Manages lead tracking in conjunction with Sales and agency partners to ensure all television, direct mail, print, email and digital leads are routed appropriately and maintain accurate campaign attribution
- Works with Sales Enablement team and developers to conduct testing/QA for CRM-related projects
- Fully manages Contact Center relationship, phone line set-up, and troubleshooting
- Manages fulfillment center process for various campaigns
- Attends educational courses and conducts self-initiated research in order to maintain a full understanding of the CRM system and its capabilities

Qualifications for CRM marketing

- Minimum of 5-7 years experience in online email/CRM marketing and consumer promotions
- 3-5 years marketing experience in Travel & Hospitality preferred
- Development of CRM marketing strategies involving email, lead generation, mobile, and social marketing
- Direct Marketing experience with large scale complex programs
- 4+ years experience utilizing Google Analytics and/or Adobe Analytics/Omniture platforms