



Example of CRM Strategy Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of CRM strategy. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for CRM strategy

- Ability to lead small functional teams to build and execute personalized multi-channel campaigns while implementing execution best practices
- Work with marketing and marketing leaders to continually assess and optimize usage of SFDC in line with marketing processes and priorities
- Work with marketing and marketing leaders to manage the quality and consistency of marketing-owned data capture within SFDC throughout customer life cycle
- Ability to manage stakeholders at all levels of the organization and to work independently in a team environment
- Has proven experience using Microsoft's CRM's capabilities to drive customer satisfaction and improve efficiencies
- Provide thought leadership and help the business solve customer or performance challenges through the use of cross-functional plans and overarching strategies
- Develop and operationalize a customer contact calendar & communication strategy to ensure the business is aware of and operating to a holistic plan anchored around a superior customer experience
- Work with technology business partners, creative services teams & external agencies, supporting the definition of vendor strategies and relationship framework
- Bring thought leadership to the business around customer lifecycle management and to stand the team up to be the 'customer expert'
- Research, implement, and integrate 3rd party applications into the CRM

Qualifications for CRM strategy

- Bachelor Degree in Business, Marketing, or comparable field
- Experience with elearning software and creative design programs such as Adobe Captivate, Presenter and Adobe Creative Suite
- The candidate must be excellent in business analytic, strategic thinking and problem solving
- All candidates must have consumer subscription marketing experience
- CRM/retention/e-mail/database marketing
- Bachelor's degree, with a keen interest and knowledge in technology