



Example of CRM Job Description

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Our growing company is looking for a CRM. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for CRM

- Use SQL to produce audience lists for ad hoc email campaigns
- Support the customer newsletter management and quality control by working closely with other departments (merchandising, design, editorial, social media) Developing and implementing a host of customised and compelling campaigns from overall topics/themes through to copy and subject lines
- Support and in some cases drive broader CRM programs
- Serve as brand point person to RLF/EDF's database and email vendors (Harte Hanks and Salesforce, respectively) to ensure database name collection, email, and direct mail goals are achieved
- Lead the development and optimization of the RLF/EDF online loyalty program
- Share the category KPI's – annual acquisition targets, revenue and NPS score
- Planning and delivering CRM strategies across the brand encouraging customer retention and client loyalty
- Monitor and maximise client lifetime value strategies ensuring maximum profitability
- Supporting the Head of CRM and the wider marketing team in actioning all lecturer requests, completing data inputting of prospective leads and customer requests and orders, as well supporting the team on the creation and deployment of email marketing campaigns
- Processing daily sample copy book orders and adoption information received from academics on our CRM system

Qualifications for CRM

- Minimum of 7 years of management experience managing both employee and contracting resources (including on site and off shore)
- Minimum of 5 years of management experience with non MIS business users as a customer
- In depth knowledge of the Residuals process including the complexity around talent agreements (writers, actors, directors, producers,) and how they translate into IT requirements to satisfy contractual obligations
- Experience in the planning, implementation, operation, and maintenance of IT systems across multiple hardware and software platforms
- Advanced Salesforce certifications highly desirable
- Relevant degree (specialism business statistics/ CRM marketing)