



Example of Customer Communications Job Description

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Our innovative and growing company is looking to fill the role of customer communications. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for customer communications

- Align with the Customer Advocacy team on regional and national customer events
- Define key performance indicators and implements measurement and reporting metrics
- Responsible for the business strategy for CRM Retail Programs
- Develops analytic approach to shape future programs and measure results
- Directs agencies to deliver to program specifications
- Works very closely with Brands, Retail Planning, and Finance to develop programs to meet their business objectives and deliver business results
- Propose marketing and incentive budgets to achieve objectives
- Long-term timelines/planning
- Engage with clients as appropriate to answer questions, provide guidance, or direct to support resources
- Lead the setting of annual objectives in customer communications and key performance indicators, and provide performance monitoring

Qualifications for customer communications

- A passion for food
- BS degree in Marketing, Business or related field
- ITIL V3 certification preferred Unique/Additional Requirements

- Must be able to obtain and retain an FAA-issued PIV badge (Mandatory)
- Self-reliant with the ability to operate as an effective strategic thinker be able to deliver tactically