



# Example of Customer Development Job Description

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Our innovative and growing company is looking to fill the role of customer development. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for customer development

- Monitor sales and distribution performance, particularly for new products, and taking timely action to drive continuous improvement
- Work closely with the Category Planning teams to deliver the AC plans and share insights and recommendations to help shape the future
- Execute Seasonal Big Bets & NPD with the account to target
- Effectively manage all required Operations including Forecasting, Cash Collection, Ready to Sell and Pricing & Admin
- Work with our retailer contacts to initiate, setup, audit and analyze all tests that are generated from market place best practices
- Manage the day to day customer management responsibilities for kid's basics sales
- Be responsible for retention and engagement of our growing member base
- Lead the development, execution and review of strategic, tactical and operational plans
- Steer initiatives across all stages of the customer lifecycle, across all communications platforms and channels (web and mobile store, apps, email, social media)
- Motivate, encourage and develop a team of six colleagues

## Qualifications for customer development

- To establish customer referral programs
- To support new product launches by generating interest and purchase intent

- To drive a culture where customers are treated fairly and are properly informed
- Min 2 years of extensive experience in a multinational company
- Mobile to live in another city