



Example of Customer Engagement Job Description

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Our company is looking for a customer engagement. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for customer engagement

- Analyze channel and content usage to effectively send targeted in-app messages, promotions and offers to customers
- Work with analytics teams to track effectiveness of all campaigns
- Create, manage and schedule all current customer promotional campaigns and analyze effectiveness
- Manage editorial calendar and ensure message consistency across promotional channels
- Work with design team to develop a consistent voice across consumer touchpoints
- Analyze, recap and present promotional campaigns
- Manage all creative requests through ops and design teams
- Must have 1+ years of experience in a call center environment
- Previous experience with Microsoft Office (Excel, Word, PowerPoint, Outlook) is required
- Work closely with all the lines of business in North America Home, especially the Data & Insights team, the Sales, Marketing and Customer Experience Analytics team, all Operational teams and the Information Technology team to research, define and identify solutions to address issues and improve scores (effort and NPS) for our customers and their journey

Qualifications for customer engagement

- 2 years SMS execution experience including multi-national short code

- Experience with handling enterprise level ESP accounts including and not limited to set up (IP warming, APIs, DEs, business units, users), enterprise reply management, acquisition, landing pages and marketing initiatives
- Experience with project management tools PMO, PPM and using QA tools Litmus is a plus
- Acts as trusted advisor to Sales Account team to support the strategy and execution of the sales cycle (Strategy, Structuring, Negotiation, and Closure) for strategic, complex, or highly competitive opportunities
- Brings thought leadership to market needs, generating competitive advantage on existing markets and developing new revenue streams
- Stays current and informed on all new market trends and sales campaigns, understanding their objectives and relevance, and applying them across sales organization/region