



Example of Customer Loyalty Job Description

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

Responsibilities for customer loyalty

- Define and write business requirements based on an intimate knowledge of the member experience and Plenti and partner technology
- Identify market opportunities for driving product strategy, roadmap, and features in partner channels
- Drive the strategy and design for member experience with partners
- Work closely with the business development team to support new partner acquisition
- Partner with internal and external stakeholders to bring product concept to life, managing the product life cycle from strategic planning to tactical execution
- Act as the voice and advocate for our members
- Oversee development and refinement of prospect acquisition marketing strategy
- Partner with online and offline channels to create a seamless, integrated experience
- Serve as key interface into digital organization to link existing customer relationship efforts with digital channels
- Lead marketing for soon to be launched Rewards program with specific focus on driving customer engagement

Qualifications for customer loyalty

- 5+ years of experience developing and implementing multi-channel

- Experience developing marketing initiatives based on deep customer insights, both quantitative and qualitative
- Analytical marketer with the ability to understand and translate data into customer facing action to drive measurable improvement in channel and business performance
- Demonstrated track record driving business outcomes through marketing channels by rapidly acting on insights and bringing ideas to market with a focus on continuous optimization and test-and-learn
- Innovative thinker who can deliver breakthrough communications