



# Example of Loyalty Marketing Manager Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company is looking for a loyalty marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for loyalty marketing manager

- Recommends targeting and testing strategies to continually improve and optimize acquisition initiatives
- Leads the creative briefing process across multiple internal and agency teams, and manages initiatives through program execution
- Partners cross-functionally with internal Alaska teams (e.g., e-commerce, airport technology and operations, customer experience, inflight, cobrand credit card marketing, brand marketing, and others) to identify and test new acquisition channels
- Manages the operational setup of new offers with the loyalty technology and e-commerce teams
- Partners with sponsorship teams and corporate sales to identify opportunities for membership acquisition
- Identifies and negotiates external promotional partnerships that drive new member acquisition
- Works within established budgets for acquisition programs to maximize ROI
- Develops and optimizes all member acquisition reporting, in collaboration with the customer analytics teams and channel owners
- Routinely interacts with other managers and directors and has occasional interaction the most senior leaders in the participating departments
- Responsible for executing Sears Club loyalty strategy including member acquisition programs (in store and online/email) and for creating post-

## Qualifications for loyalty marketing manager

- Demonstrated success in successfully developing story pitches and narratives that resulted in coverage from national print, broadcast and digital outlets to B2C verticals
- Possess strong and creative written skills, understanding concepts of narrative storytelling
- English mother tongue preferable
- Professional certificate, diploma or degree in marketing is desirable
- Any 2nd language beside English (particularly Arabic) will be an advantage but not necessary
- 4-6 years of marketing experience with a loyalty programme or in the hotel industry