Example of Loyalty Marketing Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of loyalty marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for loyalty marketing manager

- Close collaboration with partner manager and solutions manager in-order to build relationships into partner and end user, and capture opportunities and challenges around our products and solutions
- Drive Onboarding, Adoption, Renewal and Expand phases to our End User through the relationship with our partners
- Develop partner relationship by providing insights, roadmaps solutions for specific topics, always in close cooperation with partner manager and solutions manager, with the objective of increasing partner and end user loyalty
- Leads the preparation of the financial forecasts and budgets, including the identification/quantification of risks and opportunities
- Supports monthly reviews and periodic business planning sessions
- Build relationships with internal Customer Account Managers (CAM's)
- Establish and optimise all digital campaigns with customers
- Own and manage customer events across EMEA
- Ensure all activity is delivered on time, and within a managed budget
- Lead the creation of content for events, including presentations, email nurture programmes, and supporting collateral

Qualifications for loyalty marketing manager

- Customer centric approach to marketing and analysis

- MS Excel (required, advanced), Visual Basic for Applications (required, advanced)
- At least 3-5 years in multi-faceted project management experience required
- At least 3+ years in marketing or communications or related field required