



Example of Manager, Customer Marketing Job Description

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Our company is growing rapidly and is hiring for a manager, customer marketing. 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 manager, customer marketing

- Plan, execute and evaluate marketing programs through a variety of channels in the marketing mix, including creating and managing integrated marketing campaigns, email, webinars, and use account-based marketing tactics focused on lead generation and building the sales pipeline
- FIRST in luxury, optimizing our strength in the premium category
- Embedding category thinking within the commercial organisation and with priority customers and partners
- Discern actionable and strategic insights from existing customer data, available data appends and predictive modeling programs
- Measure and provide regular reporting on effectiveness of customer marketing campaigns
- Implement segmented proposition strategies for TV Retention Debt Management
- Work with our Insight team, various data and pivot tables to identify opportunities to improve reactivation rate for customers in Debt and reduce terminations
- Spec systems and build reporting to demonstrate that propositions are delivering optimal return on investment through segmentation
- Implement segmented proposition strategies that optimize channel management
- Support Digital Best programme - collaboratively with the Digital team

Qualifications for manager, customer marketing

- Transactional marketing experience in a digital consumer product or home entertainment environment
- The candidate should have an understanding of the development in the business (digital media products) and experience with the managing of the interests of various stakeholders (matrix) and with complex reporting structures and various relationships, clients, stakeholders
- Excellent communications skills with the ability to facilitate successful interaction across multiple divisions and a wide variety of corporate entities in a fast-paced environment
- Analytical thinking and good numeracy is required
- Experience working with the Mass/Drug retailers – specific Walmart, Target, CVS, Walgreens, or Rite Aid
- Ability to manage funds and resources for the best ROI for the company, and analyze data and institute good solutions and actions to solve problems proactively on a customer or team