



Example of Manager Loyalty Marketing Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is looking to fill the role of manager loyalty marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager loyalty marketing

- Works cross functionally and within the loyalty team to grow spend, build the program and achieve financial objectives
- Manages the program business against operating plans and budgets
- Manages cross functional team to deliver integrated launch programs, including program direction, marketing plans and store operations and supply chain requirements
- Develops and manages program-related business plans
- Manages project teams and timelines to deliver programs and stand up new channels
- Evaluates information and identifies issues that require team resolution and escalation
- Understand goals and requirements for all projects
- Lead alignment and integration of teams at key milestones in the process
- Drive member redemption contact plan and communications to support redemption education, offers, and social campaigns
- Lead contact strategy and develop communications to support Partnership Marketing strategic initiatives

Qualifications for manager loyalty marketing

- Exceptional organizational and time management skills, with ability to effectively prioritize

- Excellent technical skills – MS Office (specifically advanced Excel and PowerPoint)
- 6+ years direct &/or online marketing experience managing CRM programs for a data focused business
- BS/BA degree in business/marketing, advertising, communications or related fields
- Strong leadership skills and great ability to influence people