



Example of Manager Loyalty Marketing Job Description

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Our company is hiring for a manager loyalty marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for manager loyalty marketing

- Makes recommendations for specified area of responsibility regarding the operating plans of the functional unit, then, based on prevailing conditions may realign the daily operations of assigned functional area
- Reviews reports and metrics and identifies opportunities to grow and optimize consumer awareness, market share and/or specified initiatives
- Manages managers, supervisors and individual contributors
- Define and manage the overall program metrics including presentation of results to senior management
- Manage the product strategy and roadmap to deliver the loyalty program
- Collaborate with the Insights and Research team to deliver research and data analysis to shape the future program proposition and strategy
- Contribute to a marketing delivery plan to achieve target KPIs, in liaison with the Loyalty Customer Marketing team]
- Experience of developing highly engaging, brand-led communications designed to bring a digital brand 'to life'
- Experience of developing marketing communications for subscription-based products
- Experience of leveraging content to drive customer value in a media/publishing business

Qualifications for manager loyalty marketing

- Bachelor's Degree and at least 7 years of experience in promotions, marketing, retail, analytics, pricing, consumer packaged goods, consumer research, insights, vendor collaboration, inventory, category management and/or business analysis
- The successful candidate will have a BA/BS degree in marketing, communications or equivalent
- Minimum 7 years of marketing experience with loyalty marketing/customer acquisition and retention experience
- Must be willing to travel occasionally for business events
- Experience with customer relationship management (Microsoft Dynamics CRM) experience is preferred
- Experience with Jaspersoft or SAP Business Objects is a plus