



# Example of Manager Loyalty Marketing Job Description

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Our company is growing rapidly and is looking to fill the role of 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

- Develop and execute multi-channel communications and offers to support loyalty member customer journey including, tier achievement, award achievement, education, redemption, defection
- Leverage data and analytics to optimize all marketing activities and report on campaign results
- Manage agency relationships including creative, email vendor and translations to effectively execute initiatives
- P&L management, along with third party vendor co-op agreements
- Monitor multiple agencies & work with a vast number of product vendors
- Coaching, ongoing feedback, and identifying developmental opportunities for direct reports
- Work closely with internal partners including merchandising, creative and production, legal, supply operations, outbound marketing, localization, product, and technology teams to ensure timely execution of marketing initiatives
- Develops detailed project plans, schedules, risk mitigation plans
- Develop and drive an overarching driver retention and loyalty strategy in conjunction with the Product, Operations, and Engineering teams
- Be the voice and expert of the driver audience

## Qualifications for manager loyalty marketing

- Outstanding English skills in written and verbal
- A minimum of 6 years' experience in customer relationship marketing, demonstrating progressive career growth and a pattern of strong performance
- Bachelor's Degree in Business Administration or Marketing, or equivalent combination of experience and instruction
- Advanced degree highly desired
- 5+ years in marketing experience and consumer-based online experience, preferably retail