



Example of Manager Loyalty Marketing Job Description

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Our growing 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

- Partner closely with the digital and IT teams to recommend new program features and help guide longer-term loyalty strategies for the program
- Oversee and conduct analysis of loyalty metrics to strategically inform program growth opportunities in partnership with customer analytics team
- Partner with finance and analytics team to manage program performance and profitability
- Assist in managing the creative process for loyalty by writing creative briefs and sharing collateral with key stakeholders
- Manage daily, monthly, quarterly and annual budget activities associated with assigned projects
- Managing weekly KPIs and reporting for loyalty program
- High degree of drive, energy and intellectual ability
- Provide meaningful insights into business performance making recommendations for improvements, new content, new initiatives, opportunities, that will drive loyalty traffic and profitable growth
- Monitor current and emerging subscription and loyalty program trends to develop insights and recommendations with clear objectives and success benchmarks that will help optimize value and loyalty across the customer journey by maximizing customer experiences across all channels and devices
- Excited & inspired to deliver the best in class experience for our customers

- BigSQL (required, proficient)
- SQL, SAS, Tableau, Cognos, MS Access (preferred)
- 5+ years of professional experience, demonstrating progressive career growth and a pattern of exceptional performance in analytically-heavy positions in the travel industry
- Demonstrated ability to conduct and engage in analytics with practical applications to business needs
- Informs and/or updates Senior Leaders on relevant information
- Interact with all levels of managers and executives, both within the group/division and across the company, with external partners and agencies