



# Example of Manager Loyalty Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of manager loyalty 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 loyalty marketing

- Ability to develop forecasting models for all activity
- Builds strong relationships with product management partners to deliver meaningful solutions
- Facilitates team progress via cross-functional stand ups, status reporting, stakeholder meetings
- Delivers well thought out solutions based on data and analytics
- Utilizes program management standards
- Works across geographies and key areas of cross-functional expertise to inform global guidance and proactively deliver the latest key learning for international markets
- Consults directly with markets to ensure go-to-market plans are aligned to global guidance local business and customer needs
- Serves as subject matter expert for global marketing insights to inform and guide global teams and advocate for international market needs
- Lead Loyalty Program for Prepaid Segment
- Devise strategic & execution plans for Loyalty Program to address all segments across Prepaid base

## Qualifications for manager loyalty marketing

- Design and partner to execute integrated multi-channel programs that focus on early life retention, stimulate brand engagement and increase customer LTV
- Identify trends and patterns which lead to specific insights and testing initiatives
- Take lead on cross channel consumer journey mapping and experience development
- Closely align programs with findings from customer analytics, advanced marketing analytics, and customer insights
- 5+ years of relevant in CRM, contact strategy development, or customer value management