



## Example of Manager, Retention Job Description

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Our innovative and growing company is hiring for a manager, retention. 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, retention

- Manage site homepage & content refreshes to align with email and acquisition marketing activity
- Analyze and present pro-active solutions to reduce contact volumes and reduce complaints/attritions
- Meet required targets relating to the process on productivity, quality, floor hygiene
- Ensure Spirit & Letter policies are adhered to and drive a culture of compliance within the team
- Identify reasons for closures of different profiles, categorize and take up with marketing / risk to give best possible offers
- Lead flawless execution of multi-channel retention tactics
- Provide weekly/monthly reports and analysis on program performance by proactively monitoring retention campaigns
- Monitor and minimize unsubscribe/bounce/complaint rates and ensure spam regulation compliance
- New products or new features launches
- Subscriber benefits and exclusives

### Qualifications for manager, retention

- Must be a Licensed Loan Officer with multiple state licenses
- Ability to delegate and supervise workflow with focus on quality results

- Must be familiar with Microsoft Office applications, ecommerce solutions and analytics tools
- Bachelor's degree or equivalent in business or related field
- Demonstrated ability to organize, delegate, and schedule workload effectively