



Example of Manager, Retention Job Description

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Our innovative and growing company is looking to fill the role of manager, retention. 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, retention

- Exposure to telecoms/mobile market, or an industry with parallels
- Create marketing and performance strategy and identify new opportunities for segmenting and targeting content to new and existing customers
- Report weekly on key KPIs, continually analyze and optimize campaign performance and share results with teams
- Manage requests for custom online CRM projects, helping to gather business requirements, defining the operational processes, and managing the project roll-out
- Work in partnership and cross functionally with NA and Global brand leads to understand all CRM strategies
- Collaborate and partner with creative teams on content and manage marketing projects to ensure timely completion of creative briefs
- Partner closely with Consumer Engagement team for roll out of Loyalty program initiatives
- Partner with producers and engineers to create and test new technologies and innovative retention campaign concepts
- Retention Strategy and planning
- Manage all daily process requirements to ensure mortgage retention activities are completed by required timelines & to required standards (as outlined in the C-34 and CT-36 lending policies, regulatory requirements)

Qualifications for manager, retention

- Actively partner key stakeholders to ensure upgrades & churn performance is understood and targets are achieved, providing insight and transparency to the retention sales & marketing teams
- Production and presentation of weekly / monthly outlook KPIs, which include upgrades across all channels, voluntary churn & call volumes
- Produce & develop the weekly NMRC report, a key report on handset / tariff margins by channel for upgrades
- Responsible for maintaining and actively reviewing the eligible base, providing insight to all key stakeholders and developing the models to further improve accuracy and output quality
- Produce month end upgrades, voluntary churn & unbilled debtor volumes, obtain signoff and agree final month end KPI's for submission to central finance
- Key business partner at the weekly retention operational meeting, presenting the current outlook assumptions and providing insight on upgrades & churn performance