



Example of Manager, Retention Job Description

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Our company is looking to fill the role of manager, retention. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for manager, retention

- Maintain relationship with Email Service Provider additional third party vendors
- Manage email reporting related to Promotional and InCircle mailings, specialized communications such as the 'Gift Registry' program, Triggered mailings related to customer retention
- Provide keen analytical insight into email metrics and share recommendations for performance enhancement to key partners
- Develop and execute of a strategic business plan to address revenue management & retention
- Oversee strategic programs with designated partners to reduce overall churn
- Manage and execute Partner planning with assigned sales teams
- Meet with Partners, participate in key meetings to customers and assist the Partner in key renewals
- Leverage marketing techniques to design Partner loyalty initiatives to award top partners resulting in base retention
- Work with internal CCA leadership, Sales, and Marketing teams to establish a lucrative Partner Experience
- Serve as an additional escalation contact to bring resolution to key Partner issues & headwinds hindering success

Qualifications for manager, retention

- Strong understanding of financial, marketing principles and customer

- History creating ad hoc and event-driven, trigger-based marketing retention efforts
- Multi-channel Marketing experience (including Digital) & creative thinking
- Must be very analytical and have strong experience in CRM and consumer analytics
- Must be creative and able to develop content around Origins.com marketing strategy and consumer preferences
- Must be organized, efficient and able to present findings to all levels of management