



## Example of Marketing Manager, Loyalty Job Description

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Our company is growing rapidly and is looking to fill the role of marketing manager, loyalty. 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 marketing manager, loyalty

- Advocates product evaluation as a key customer benefit across business units, regions and functions
- Creates and promotes new loyalty incentives to encourage more frequent, high value customer transactions
- Develop comprehensive email and direct marketing plans that support the Loyalty Program and corporate objectives
- Design lifecycle and post purchase communications for Loyalty customers
- Use analysis to interpret email and direct marketing results and make adjustments that will optimize engagement and incremental sales
- Manage creative development and tactical implementation of Loyalty led marketing initiatives
- Utilize expert level problem solving skills to identify issues, mitigate risk and provide meaningful and actionable recommendations to management to ensure program success
- Work collaboratively with cross-functional teams, , with 3rd party suppliers and agencies to ensure program success
- Oversee the work of the Loyalty Marketing Specialist to execute emails by securing creative assets and setting up bonus files
- Collaborates with AAG's acquisition agency to develop strategies for outbound targeted acquisition campaigns, to include identifying target audiences, offers, channels, messaging, frequency

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- Proficient in social media and relationships with cultural influencers and key 'tribes' that are relevant to target audience
  - Experience working with leading PR organizations sourcing and managing PR agencies
  - Understanding of Loyalty Marketing and eCommerce industries a plus
  - Familiar with loyalty marketing, customer satisfaction measures
  - Responsible for delivering campaigns to raise program awareness and usage (drive organic repeat and customer engagement)
  - An obsession with understanding the customer