



Example of Retention Marketing Manager Job Description

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Our growing company is looking for a retention marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for retention marketing manager

- Develop the customer journey and service offering for all customer segments
- Manage reporting of segmentation migration analysis throughout the year and highlight key findings from the research, work with key stakeholders on action plan from this research
- Manage all customer data and analysis for THE OUTNET, with a view to building a detailed picture of the customer and profiling, driving focused and concise understanding about our customer
- Ongoing planning and management of email marketing campaigns alongside the internal marketing teams and external partners
- Work with creative and marketing teams to ensure all email marketing activities are in keeping with THE OUTNET's brand values and guidelines
- Manage and improve the Voice of the Customer Programme to help guide THE OUTNET business and retention activity
- Implement qualitative and quantitative research techniques to provide insight and intelligence on how to improve the customer experience by working with internal departments and external agencies
- Manage the liaison between marketing departments to manage customer lists and oversee analysis for marketing activities
- Manage the direct mail channel to drive innovation and achieve KPIs
- Drive research and idea generation for all customer initiatives

Qualifications for retention marketing manager

- Minimum of 3 years experience in marketing communication execution development and the execution of fully integrated marketing tactics, including all media and communication channels
- Exceptional data skills including the ability to extract data in order to inform future campaigns and strong command of web/mobile analytics and Ad Tech concepts and platforms (Omniture, DoubleClick, Krux)
- SQL and experience with large databases preferred
- Solid Digital Marketing experience and proficiency in the most popular channels and tools (eg Twitter, Facebook, email Marketing, Google Analytics)
- Able to create, manage and champion marketing campaigns that utilise the full marketing mix
- Multi-channel campaign management across digital and offline channels (print, DM, email, social, telesales, sales, websites, SEM/PPC, SEO, display)