



Example of Retention Marketing Manager Job Description

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

- Develop an in-depth understanding of the card member segment KPIs and evangelize insights across the organization to inform efforts
- Guide analytics kick-off and partner with circulation / analytics team to develop circulation, segmentation and testing strategy to maximize effectiveness of marketing campaigns
- Partner and collaborate with Design, Finance, Online, Store Operations, Field and Central GCP team to ensure aligned customer experience across all channels
- Open and close POs and manage forecasting and actualizing of costs
- Minimum 2-3 years of relevant work experience in CRM, Loyalty, Email and / or Direct Marketing including execution, and analysis of multi-tiered contact strategies
- Strong relationship building, project management, analytical, and organizational skills, with ability to work autonomously and as part of a high functioning team
- Craft monthly, quarterly and annual strategies and execute against customer retention initiatives, including both exclusive offers/events and integration to brand campaigns
- Develop vehicle (direct mail, email, mobile, social, digital and in-store marketing) targeting, creative, message and testing strategies to maximize response and drive sales

champion for our best customers

- Manage creative process from start to finish

Qualifications for retention marketing manager

- Liaison with Project Management and Customer Service teams to ensure operations and processes are as efficient as possible
- Monitor and track campaign performance on an ongoing basis
- Work with internal groups including Creative, Copy, Legal
- Aptitude for working with Internet tools
- Experience with a large scale ESP is a must
- Advanced Excel skills (VLOOKUP, Pivot Tables, SUMif statements)