



## Example of Retention Marketing Manager Job Description

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Our innovative and growing company is looking 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

- Innovate on cardmember value prop by testing various experiential, elevated, and scalable loyalty benefits
- Develop, implement and analyze test plans to improve retention rates in new and digital subscribers
- Forecast, order and manage inventory of print renewal, billing and gift campaign components
- Develop and maintain campaign level & lifetime value reporting for renewals, billing and gift businesses
- Complete monthly global production and expense forecasts
- Work with manager on development of annual worldwide production and expense budget
- Consumer marketing managers to understand and address overall circulation strategies and priorities
- Fulfillment operations teams to coordinate the execution of outbound subscriber campaigns and offers
- Consumer marketing finance and planning to coordinate and refine expense & retention reporting
- Manage day-to-day activities for consumer retention and loyalty programs across platforms, including creative development, consumer segmentation and fulfillment operations

- Strong understanding of direct marketing best practices
- Comfort working with creative team and creative development process
- Results oriented, attention to detail, willingness and ability to shift plans as necessary to meet overall business goals
- Self-confidence, energy and comfort working in and bringing structure to ambiguous situations and environments
- Past credit card, retail, or agency experience preferred but not required
- Experience building out b2b email nurture programs or customer onboarding journeys