



Example of Retention Marketing Manager Job Description

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Our innovative and growing company is looking to fill the role of 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

- Responsible for growing repeat sales, focused on digital but with an omnichannel view, by supervising email, consumer retention projects and loyalty programs
- Develop goals, strategy, metrics, and execution plans for strategic marketing campaigns and lifecycle programs
- Work cross functionally to support the end to end process of bringing new initiatives from concept to launch
- Structure analytical projects to develop deeper client understanding and uncover opportunities to optimize the client experience
- Work hand-in-hand with the Design, Content, Marketing and Engineering teams to bring new programs to life
- Lead the measurement, assessment and optimization of all programs and campaigns
- Grow and lead a team of highly strategic and analytical Marketing professionals
- Communicate Acquisition & CRM activities and key takeaways internally to ensure coordination across channels and improve future campaigns
- Analyze response and behavioral data, deliver systematic reporting on CRM activities, and build a team charged with maximizing CRM performance
- Uphold data governance standards, and stay ahead of the curve on email and mobile best practices

- 2-4 years of experience in digital marketing required, experience in corporate retail marketing is preferred but not required
- Proficient in Microsoft Project, Microsoft Word, Excel, PowerPoint, and Visio
- Strong ability to communicate with middle management and cross-functional teams to collaborate with key stakeholders and define business process issues, analyze operational efficiencies, implement creative solutions, and measure delivery of results
- Motivated self-starter with strong initiative, organization and prioritization skills
- Detail-oriented, holding themselves to high quality standards with heavy focus on quality-control
- Highly skilled in multi-tasking, meeting deadlines and handle multiple priorities in a fast-paced work environment