



Example of Retention Marketing Manager Job Description

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Our company is growing rapidly and is looking for a retention marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for retention marketing manager

- Coordinate with key stakeholders to get program buy in and align on key acquisition & revenue goals
- Own relationship with key vendors who will support in the build out of various programs across both acquisition & marketing automation
- Develop strategy and execution with familiarity in A/B testing and launching new initiatives
- Partner with multiple teams such as Customer Analytics, Creative, Site Merchant, PR, Advertising, and Store Operations / Management
- Manage and develop direct report(s) with the ability to effectively communicate and delegate tasks while overseeing daily execution of ongoing programs and projects
- Focus on increasing customer satisfaction through initiatives that drive loyalty and retention
- Analyze and report on email and push campaign success by evaluating KPIs, including click-through rates, open rates, and unsubscribe rates
- Ensure the copy and creative is in line with the company's brand guidelines (include mission, value and merch)
- Oversight of all client-facing outbound materials include newsletters, release notes, advisory alerts, sunsets, migrations, help desk, Manage & share holistic calendar
- Build out appropriate ongoing communication touchpoints, by customer segment and lifecycle stage (NL, loyalty appreciation,) Rely on technology to

Qualifications for retention marketing manager

- Ability to thrive in fast paced, entrepreneurial environment
- 5+ years of relevant work experience in marketing / direct marketing including the development, execution and analysis of multi-channel programs
- Demonstrate a desire to improve and grow, willingly take on project tasks and volunteer for opportunities outside of project responsibilities
- 5+ years' work experience in a marketing-related field with an emphasis in email/online marketing related to customer retention strategies and execution
- Experience with email campaign automation/CRM technologies
- Deep knowledge of Excel and, ideally, hands-on familiarity with analytics tools (i.e., Google Analytics, Coremetrics, Omniture/Adobe)