



Example of Senior Manager, CRM Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of senior manager, CRM. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for senior manager, CRM

- Act as the leader and advocate for new marketing automation technology, partnering across teams to develop best in class solutions that create efficiencies and new ways of communicating with customers
 - Be responsible for a team that manages customer level selection, forecasting, post program analysis and execution of all multi-channel direct to consumer marketing campaigns to drive future strategies
 - Bachelor's degree, preferably in Data Science, Information Technology, Business, Marketing or quantitative fields like Economics, Mathematics
 - Minimum 7 years experience in direct marketing, database marketing, or analytics
 - Improve efficiency and effectiveness and attract and retain talented staff by providing challenging opportunities, and recognizing and rewarding excellence
 - Work with business and marketing teams to develop test and measurement plans for new and innovative CRM activities
 - Serve as CRM Strategy subject matter expert for agency partners and key internal stakeholders globally
 - Develop strong relationships across UA to infuse CRM strategy in a consistent and effective manner and facilitate knowledge sharing
 - Drive growth and quality of the customer database
 - Oversee e-mail marketing and loyalty programs across brands
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- Knowledge of statistics(ANOVA, CHAID, test design, regression analysis)
- Bachelor's degree with 4-5 years of related experience, MBA preferred
- SQL or SAS programming skills
- A demonstrated ability to influence cross-functional and senior management to impact decision-making is required demonstrated track record in identifying winning consumer insights, growth opportunities, and priorities is required
- Bachelor's degree, with advanced degree a plus
- 8+ years of CRM / Campaign management experience, international experience is a merit