



Example of Senior Manager, CRM Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is looking to fill the role 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

- Design and execute the most effective communication & engagement programs for the specific segments, including welcome, re-activation, cross- and up- selling, moving customers up the value ladder
- Own overall metrics tracking and program performance accountability
- Lead in-depth analyses of campaign performance and customer data to drive customer insights and identify short, mid, and long term opportunities to drive growth and revenue
- Oversee technical implementation of different technology modules and solutions
- Develop & execute the CRM channel customer proposition for cross-functional strategic initiatives such as customer migrations, product enhancements and profit-maximisation initiatives
- Develop compelling business cases and cost effectively grow customer databases through a wide variety of lead generation activity including site based initiatives, re-targeting, list-building, competitions, prize draws, Co-Reg and 'viral' activity
- Monitor and evaluate the performance of all acquisition activity across multiple KPIs
- Support regional teams with their local efforts to grow subscriber bases, measure success and ensure prompt global roll-out of learnings
- Liaise with Product Team, Marketing Managers, Merchandising and Suppliers to develop and deliver compelling promotions

closely monitored

Qualifications for senior manager, CRM

- As a senior member of the team, the Senior Project Manager will partner with stakeholders at all levels, leveraging a deep knowledge of the asset management industry to deliver complete business solutions aligned with the strategic vision and corporate goals of our company
- Initiatives managed by Sr
- This position will be expected to oversee and manage the complete lifecycle of projects including oversight for all business, operations and technical efforts and related budgets The Senior Project Manager will institute an open and transparent communication environment for all project efforts across project team members, stakeholders and sponsors
- As a dependency to project success, the Senior Project Manager will follow and champion the project management best practices and guideline as defined
- The Senior Project Manager will participate in, and provided input to, the ongoing efforts to improve efficiency of the EPMO team and project management functions
- Further the business goals through the direct management and execution of best-in-class projects / solutions