



# Example of Senior Manager, CRM Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company 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

- Develop a highly flexible and transparent team and culture which constantly engages with the business to ensure IT is focused on the right priorities and meeting business goals
- Ensure clear accountability, targets, timelines and deliverables for each major initiative
- Provide guidance on business process best practices across different functional areas
- Lead on CRM strategy for Premier Inn, ensuring communications support brand objectives and are aligned with commercial strategy
- Optimise the effectiveness of our core relationship communications channels (email, social) to drive customer lifetime value for all customers
- Develop our communications systems capability across all channels and all stages of the customer journey
- Define and measure success, instilling a culture of continuous improvement in the team
- Drive business change through use of data and analysis
- Optimise CRM communications through a thorough testing programme
- Support other business areas with their communications to the registered user and subscriber base, particularly acquisition

## Qualifications for senior manager, CRM

- Practical experience leading strategic, cross-functional, multi-year projects through all phases of delivery
- Experience serving as the PM on at least on CRM implementation
- Previous member of an Enterprise or Project Management Office preferred
- Experience designing and delivering presentations and training to diverse audiences, including senior management, administrative staff members, technical and non-technical personnel, and clients
- Bachelor's Degree in a related field and/or comparable experience