



## Example of Senior Manager, Customer Experience Job Description

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Our innovative and growing company is hiring for a senior manager, customer experience. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

### Responsibilities for senior manager, customer experience

- Design marketing governance process to ensure consistent messaging and adherence to brand standards
- Manage creative development across select marketing mix elements and platforms
- Play leadership role in improving enterprise lead management process and lead conversion
- Lead enterprise strategy and development of select dealer marketing infrastructure including co-op, dealer marketing portal, enterprise loyalty and coupon/promotion management, ensuring integration with business unit strategy
- Develop and manage marketing budget and financial planning
- Build and mentor a high-performing Marketing team, identifying future staffing needs to support growth goals, improving functional expertise and ensuring superior performance of talent
- Facilitate cross-functional engagement and feedback loops to ensure Customer Experience Marketing team objectives are appropriately aligned with other business unit strategies and priorities
- Assist with team expansion regionally as needed
- Create holistic view of how we message to our customers today through all customer touchpoints across acquisition and customer
- Identify and implement opportunities to more effectively message across

## Qualifications for senior manager, customer experience

- Demonstrated relationship building and leadership skills with a superior ability to make things happen through the use of positive impact and influence, negotiation and consensus building
- Demonstrated experience in analyzing data in order to build out business strategies
- The proven ability to coach, develop and engage a diverse group of employees
- 7-10 years of work experience, focused on Retail Banking
- Knowledge of Retail Branch Banking, Sales & Service and Customer Experience practices
- The ability to tailor the standard model for reviews to adapt to new information, findings, or management needs while in in the country review process, and incorporate this into the recommendations and final presentation