

Director, Global CRM

Employment Type

Permanent

Base Salary

£ €40,000 - £ €80,000

Industry

Salesforce

Description

I am working with a multinational cosmopolitan organisation that is redefining the personal fashion style for decades. My client's branded leather goods and clothing range are very popular among several celebrities and VIPs.

With more than 70 stores in London, Berlin, Russia and Dubai, they are already expanding their footprints in many other countries. So they are looking for a Director, Global CRM to join their sales team to chalk out a sales blueprint for organisation.

Responsibilities

- Managing 360-degree customer strategy and execution
- Taking care of emails, direct mail, SMS and CRM projects for all markets
- Using emails/SMS engagement and conversion
- Increasing sales through personalisation, testing, segmentation strategies
- Boosting customer loyalty through enhanced and strategic VIP programs
- Taking care of the maintenance of CRM infrastructure
- Setting priorities and managing CRM manager for delivering projects
- Partnering with cross-functional teams
- Growing customer base exponentially using CRM strategies
- Enhancing customer experience at all touchpoints
- Proposing and executing innovations in CRM
- Collaborating with Analytics Director
- Maximizing ROI on all CRM initiatives by identifying key audience segments, look-alike models

Qualifications

- Bachelor's degree in a related field
- Solid experience in Customer Relationship Management in retail
- Familiarity with Salesforce systems
- Knowledge of ROI and KPI tracking
- Expert level skills in using data into insights
- Relating to consumer/behavioral analytics
- Must be analytical but also creative
- Mandarin-speaking preferred
- Proficiency in Powerpoint and MS Excel

Hiring organization

Third Republic

Job Location

Alexanderstraße 1, 10178, Berlin, Berlin, Germany

Valid through

April 30, 2020

Benefits

- Attractive compensation
- Excellent work-life balance

Contacts

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