



POSITION DESCRIPTION

POSITION TITLE : CRM Manager /K2011

DEPARTMENT : Marketing

CLASSIFICATION APPROVED BY : HRD

REPORTING RELATIONSHIPS

POSITION REPORTS TO : Marketing manager/Marketing Director / Brand Director

POSITIONS SUPERVISED : 0-1

POSITION PURPOSE

The CRM Manager is responsible for implementing and managing of a formal CRM and database marketing program that focuses on leveraging the company's data asset and increasing ROI on marketing spend through customer segmentation, data hygiene and acquisition of new customers prospects. The CRM Manager focuses on the loyalty and retention marketing strategies. S/he has a clear understanding of how to leverage consumer behavioral, lifestyle, transactional, and demographic data in order to deliver relevant marketing programs through multiple communication channels with a vision of growing consumer loyalty and increasing their lifetime value to the business.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

- Planning, managing and delivering CRM strategy encouraging customer retention and customer loyalty.
- Ensuring CRM platform architecture works seamlessly and it captures all required information at key points in the customer life cycle.
- Customer Journey mapping analyzing touch points with the organization and maximizing commercial opportunities.
- Ensuring the database is segmented effectively for targeted marketing activities.
- Establish processes to ensure the quality of our data e.g. that customer data is regularly refreshed
- Overseeing direct communications with customers through the CRM (email, SMS, etc) and analysis and reporting on campaigns effectiveness in terms of traffic, acquisition, conversion, retention and revenue
- Create and approve customer list selection for direct mail campaigns
- Manage the production of online marketing materials, for example e-newsletters
- Work closely with the Marketing manager to ensure campaigns are fully integrated.
- Define and set standard reports for CRM
- Other duties as may be assigned.

People (where applicable)

- Recruit, manage, develop, promote and structure the department
- Manage the team through clear and measurable objectives
- Provide annual performance reviews
- Provide the business with talent and look for opportunities to rotate staff to other brands and parts of the business if the individuals performance merits a move

Agencies

- Issue high quality creative briefs for the agency to work from
- Research and network in the region to understand which agencies offer the best services and talent

Key interfaces

- Internal: Department Heads, Area Sales Managers and IT Team
- External: service providers, Agencies



PERSONAL CHARACTERISTICS

- Analytical and a critical attention to detail
- Strategically and tactically minded
- Customer-service orientation
- Ability to work well independently as well as in collaborative groups
- Creative
- Demonstrates an ability to work in a fast-paced environment with ease
- Self-motivated and proactive
- Ability to prioritize and meet deadlines while working on multiple projects.

PERFORMANCE MEASUREMENTS

- Insightful segmentation of customer data
- ROI on CRM activities and customer value growth
- Customer satisfaction, retention & loyalty
- Email and SMS marketing, including writing engaging copy launched on time.

QUALIFICATIONS\REQUIREMENTS:

- Fluent English/Arabic speaking, reading, and writing proficiency are required.
- Proficient in writing reports, business correspondence and procedure manuals
- Degree educated with a minimum of a 2.1 from a IT, Economics or related degree
- 1 or 2 years previous experience in CRM / data marketing / email marketing
- Excellent planning, analytical skills and project management
- Knowledge and understanding of data and production processes

COMPETENCY REQUIREMENTS

The following are the key competencies that will be required to complete this job effectively. Alongside each competency is the Level at which it is expected to be demonstrated

(Refer to KOJ Competency Dictionary for a detailed breakdown of your competency requirements)

- Drive for Results - 3
- Customer Focus - 3
- Integrity and trust - 3
- Creativity - 3
- Team Work - 3
- Strategic Thinking - 3
- Problem Solving - 3
- Managing relationships - 3
- Developing others - 3
- Priority Setting & Time Management - 3
- Valuing Diversity - 3