

Job Detail

Senior Level

Position Title	CRM Director
Recruiter Company	Michael Page International Japan K.K./マイケル・ページ・インターナショナル・ジャパン株式会社
Company Name	Company name is private
Activated / Updated	2024-05-02 / 2024-05-02
Job Type	Logistics/Retail/Consumer/Fashion - Other
Industry	Distribution/Retail
Location	Asia Japan Tokyo
Job Description	<p>Overseeing the CRM communication strategy, coordinating and executing approximately targeted campaigns monthly in collaboration with retail segment leaders and the digital marketing team. Additionally, this person is responsible for managing CRM-focused events, including smart phone application customisation, customer outreach, KPI reviews, and overseeing the maintenance and enhancement of the membership smart phone application with an IT vendor.</p> <p>Description</p> <ul style="list-style-type: none">* Continue to attract existing customer store visits* Create a communication strategy road map with digital content* Automation of CRM campaign processes to personalise content* Grow active members on the CRM database* Propose best action to maximise customer engagement and sales* Propose how to upgrade systems through collaboration with the IT team* Manage a team of three in the CRM team <p>Profile</p> <ul style="list-style-type: none">* Proven track record as a CRM Manager, Senior Manager or Director* Good communication skills* Strategic mindset* Familiar with Line digital marketing tools* Logical and able to monitor business impact of CRM initiatives <p>Job Offer</p> <ul style="list-style-type: none">* Competitive compensation + a % of base in stock each year* Long term incentives <p>応募は、以下の応募ボタンからお願いします。詳細につきましては、Tom McMahonにお問い合わせください+813 6832 8645</p>
Company Info	Japan remains one of the most important countries in the world for this brand. This is a very highly regarded fashion brand that embodies timeless elegance and luxury. With a rich heritage spanning decades, they are a global leader in the fashion industry, boasting a diverse portfolio of prestigious brands that resonate with fashion enthusiasts worldwide.
English Level	Daily Conversation Level (TOEIC 475-730)
Japanese Level	Business Level(JLPT Level 2 or N2)
Salary	Depends on experience