



CRM Manager

Number of Posts: 1

Contract Type: 2 years definite contract

Job description:

- Manage, Operate, analyse and optimize automation processes Assist and develop all automation initiatives
- Clearly communicate all CRM/Retention/Churn/E-mail plans and ensure all assets launch flawlessly.
- Develop and implement marketing strategies and plans to retain and activate existing customers.
- Manage existing customer segments and develop new ones, if necessary.
- Recommend models to improve metrics on email, direct mail and retention
- Manage suppliers on all creative development and provide strong guidance and feedback.
- Manage and optimize the design, content, targeting and messaging of CRM communications.
- Manage and distribute a comprehensive consumer calendar to communicate all planned CRM/ activities using email, mobile, pop-ups, SMS, Automatic processes, events, etc.

Requirements

- Proven success using and developing marketing solutions involving integrations between marketing automation, CRM, websites, and/or other digital marketing tools
- Bachelor's degree in marketing or related field
- Experience from an online company
- Fluent in English

HOW TO APPLY:

Please send Letter +CV in English by email to eures.recruitment.jobsplus@gov.mt con copia a eures.grupomixto@sepe.es quoting the name of the vacancy CRM Manager- MALTA and the reference 337035 in the covering email.

Reference EURES: 337035

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Infórmate de las subvenciones para acudir a la entrevista, y/o para el posterior traslado a Malta si resultas contratado, requisitos y trámites a seguir en:

https://www.sepe.es/contenidos/personas/encontrar_empleo/encontrar_empleo_europa/tu_primer_empleo_eures.html

O contacta con el Consejero Eures de tu provincia:

https://www.sepe.es/contenidos/personas/encontrar_empleo/encontrar_empleo_europa/consejeros.html

Last date for applications: 22 July 2018