



Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 3,600 controlled points of sale as well as via several own online shops. The Triumph Group is a member of the Business Social Compliance Initiative (BSCI).

Learn more about Triumph on:

www.triumph.com

www.linkedin.com/company/triumph-international/

Our E-commerce & CRM Department located at the HQ in Bad Zurzach (Switzerland) is looking for a highly motivated

CRM Marketing Manager (100%)

Roles & Responsibilities:

- Support ongoing improvements and updates of an existing omni-channel CRM & Loyalty strategy
- Co-create permanent or temporary engagement activities (i.e. referral program, profiling survey, etc.) and co-manage the ongoing newsletter communication
- Responsible for the operational promotion management process incl. campaign content creation, campaign setup and execution of promotions
- Support local retail and outlet events
- Support and manage the GDPR related requests from consumers in collaboration with Legal team
- Create consumer segmentation / behavior & identify consumer insights
- Reporting and insights preparations (e.g. overall CRM result, promotions results, ad-hoc consumer analysis)
- Support the Go-live with CRM and Loyalty program in new markets
- Ensure CRM is integrated in all promotions and initiatives that will be conducted together with Retail, E-com and Brand teams
- Co-create training materials for retail community and support the education

Your ideal profile:

- At least Bachelor University degree in a field of marketing / communications / PR
- 1-3 years of experience in an area of CRM / Loyalty programs / newsletter communications is a must have
- Demonstrable knowledge of CRM data management processes and data protection principles is required
- Fluent English is a must have, German would be an asset
- Excellent project management skills with problem-solving abilities



- Advanced communication skills, team player
- Multitasking and stress resistance

We offer an opportunity in a fast paced organization which gives those looking for a challenge the possibility to grow with the company and shape the future.

We are a family owned company with strong values, operating at a global level with key markets in Germany, Japan and China - where our iconic brands, Sloggi and Triumph, continue to delight our consumers.

Triumph Group is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your application letter and CV in English, diplomas and expected salary range by clicking on Apply.