

## Job Description

Job Title	CRM <a href="#">assistant manager/manager</a>		
Job Holder			
Function	CRM		
Reporting lines (names and titles): Direct line	<a href="#">General Manager</a>	Functional line	
Location/Site	Country		<a href="#">Taiwan</a>
Number of direct reports	<a href="#">1</a>		
Type of Employment	100%		
Created	<a href="#">31/01/2020</a>	Reviewed	<a href="#">31/01/2020</a>
<b>PURPOSE OF THE JOB</b>			
<p>The CRM <a href="#">assistant manager/manager</a> will build a compelling value proposition to strengthen our relationships with customers and drive their loyalty and lifetime value <a href="#">via planning Omnichannel consumer journey program</a>. Collaborate with <a href="#">local/regional</a> CRM function team to develop and implement strategies which exceed our customers' expectations and grow <a href="#">consumer retention</a>. Working closely with internal and external data analytics teams, develop customer engaged marketing strategy.</p>			
<b>GENERAL DUTIES AND RESPONSIBILITIES</b>			
<p><b>[Omnichannel CRM strategy]</b> Work with the <a href="#">local/regional</a> CRM team to align framework of CRM targeting strategy to achieve the highest possible response rate; Involvement in shaping CRM system scope and development to ensure it is configured to meet business needs; Define CRM architecture and determine CRM platforms/ tools to most efficiently deliver our requirements; Plan CRM strategies and initiatives that support the business strategic objectives; Manage all CRM marketing communications to nurture, grow and retain customers; Tracks competitive programs and marketplace trends and keep abreast of CRM best practices; Partner with marketing and sales team to identify and develop innovative marketing strategies to drive database growth, engagement and bookings; Review CRM KPI by different levels to find sales opportunity and react immediately; Manage the CRM budget; ensure campaigns are delivered on time and within pre-agreed cost estimates.</p> <p><b>[System optimization and database management]</b> Optimize and monitor fundamental CRM system &amp; operation maintenance to collect clear data and ensure efficiency; Cross-functional align with all CRM systematic or operational planning to find better auto-marketing solution; Build CRM activation module for consistency of the CRM plan and KPI setting; Ensure CRM activation module methodology can be replicated and bring the most contribution to the organization; Oversee the CRM program, bring better commercial outputs for the company; Maximize data-mining, customer behavior insight and segmentation.</p> <p><b>[Omnichannel Campaign process &amp; support]</b> Manage the end-to-end delivery of Omnichannel CRM campaigns; including planning, briefing, implementation and post campaign analysis; Build close working relationships with the commercial &amp; marketing team and 3rd parties, to assess and leverage strategic and tactical opportunities with <a href="#">appropriately targeted offers to deliver cross channel campaigns</a>; Work with other team members to understand campaign effectiveness and delivering improvements to our campaigns. <a href="#">Plan social media LINE@ as CRM communication tool to drive footfall and consumer retention via multiple engagement programs</a>.</p> <p><b>[Member management]</b> Design, implement and launch a tiered spend-based loyalty program across all channels; Develop and deliver content and testing plans to support customer retention activity; Develop a member feedback program, track results and provide insight to marketing and sales departments; Grow and maintain customer database through the development of retention strategies centered around effective lifecycle management <a href="#">via communication like SMS, EDM, MMS...etc.</a></p> <p><b>[Collaboration &amp; Learning]</b> CRM functional support with <a href="#">local/regional CRM team to provide CRM operational skills and experiences</a>; Champion the use of the CRM system throughout the organisation, ensuring users fully understand the benefits of the system and are trained sufficiently to use the system; Organize CRM annual meeting for annual KPI</p>			

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setting & implementation plan; Through cross-functional coordination and integration to promote the best effectiveness.

#### KEY INTERFACES

<u>Internal key customers</u>	<u>Area of Interface</u>
• Regional/Cluster CRM function	CRM strategy & Solution platform
• Brand Marketing/ Channel Mgmt.	Marketing Campaign management
• Sales team	CRM programs and KPIs.
• Market communication	Functional area of responsibility
<u>External key customers</u>	<u>Area of Interface</u>
• CRM 3rd party	CRM System/ Program

#### KEY PERFORMANCE INDICATORS (KPI)

KPI 1	Member acquisition rate
KPI 2	Member retention rate
KPI 3	CRM Cost efficiency (ROI of activity)
KPI 4	Omnichannel consumer %

## Job Requirements

#### PROFESSIONAL EXPERIENCE

- 8-10 years CRM experience in retail industry
- Solid data architecture and management concept, skill and work experience
- Familiar with Business Intelligence role and excellent analytical skill
- Strong sense of digital marketing and omni-channel concept

#### EDUCATION REQUIREMENTS

Secondary school  Vocational education/apprenticeship      Field of specialization \_\_\_\_\_

University Degree \_\_\_v\_\_\_ Bachelor \_\_\_v\_\_\_ Master \_\_\_\_\_ Doctor

Field of specialization Commerce, Business Administration, System

Additional Education \_\_\_\_\_

### OTHER REQUIREMENTS

#### Technical skills

- Ability to deliver CRM know-how and implementation experiences.

#### Language Skills

- Good command of written and spoken English.
- Good communication, interpersonal and presentation skills.

#### IT proficiency

- Proficient in MS Office Applications (Word, Excel and Powerpoint).

#### Other skills

- A solid understanding of marketing and communication principle
- Good business acumen.
- Strong number sense with good analytical skills, and problem-solving skills.

### PERSONAL QUALITIES

- Outstanding COMMUNICATION skills both verbal & written.
- Proven LEADERSHIP competencies
- Proactive and STRATEGIC PLANNING capability
- Demonstrated BUSINESS acumen
- Sort thru COMPLEXITY and present in strategic and conclusive way
- Able to PRIORITIZE and work independently with minimal supervision
- Able to directly motivate and SUPERVISE others to achieve maximum performance.
- Able to work effectively in a TEAM environment.
- Capable of MULTI-TASKING, prioritizing, and managing time efficiently .
- Demonstrate ability to INFLUENCE decisions through experience and analysis
- Effectively plan workload and PRIORITIZE tasks and achieve deadlines

#### **NOTE**

**This Job Description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organization.**

APPROVED BY

Title

SIGNED BY

Date