

CRM Manager

(CRM/1217)



pwc

The company

Our client, a well established company, seeks to recruit a **CRM Manager (CRM/1217)**.

Main responsibilities

- Planning and delivering CRM strategies across the company encouraging customer retention and loyalty
- Monitoring and maximising customer lifetime value strategies ensuring maximum profitability
- Developing strategies for all the aspects of CRM to ensure the most effective approach for the company and its products
- Designing targeted marketing activities and developing commercial opportunities
- Overseeing direct communications with customers through the CRM
- Analysing and reporting on campaigns effectiveness in terms of traffic, acquisition, conversion, retention and revenue
- Managing the database and CRM handling/ reporting

Main Qualifications / Personal Characteristics

- Bachelor's degree in Marketing, Finance, IT or Business Administration; Master's will be considered an asset
- 6-8 years Marketing or Sales experience including minimum 2 years of CRM experience
- Advanced knowledge of Digital & Direct Marketing applications, Social Media & Digital Communication or other related field
- Understanding of data and production processes

- Extensive exposure in CRM strategies & customer service strategies
- Excellent communication and interpersonal skills
- Effective planning & project management
- Target orientation
- Strong analytical skills and understanding of business processes

Candidates who are interested in the position, should submit their application in English, quoting reference **(CRM/1217)**, to: executive.recruitment@gr.pwc.com

All applications will be treated in strict confidentiality. Only suitable candidates will be contacted.

