

United Arab Emirates Jobs Expertini®

CRM Manager - Mall of the Emirates - Dubai

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Company: Dior

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

CRM Manager - Mall of the Emirates - Dubai

Position

Job purpose:

The CRM Manager will be responsible for creating, implementing, and analyzing Dior's clienteling programs to support the business. The candidate will be in charge of the department's training and communication with retail boutiques, including hosting business review and training calls. The individual will partner closely with stakeholders from Retail Communications, Training, E-commerce, Merchandising, IT, Events, PR, and the Central CRM teams.

Tasks and responsibilities:

CLIENT PROGRAMS

Oversee all boutique level clienteling programs and execute strategies outlined by Central CRM including client growth strategies, capture retention initiatives, etc.

Create and lead local clienteling actions to promote best-in-class CRM practices that drive revenue and promote client retention and growth

Oversee e-clienteling programs in partnership with the local call center and e-commerce teams such as: identifying outreach opportunities and gifting strategies, decreasing return rate, increasing repeat shoppers, etc.

Efficiently prioritize execution of projects to meet deadlines and set objectives

Proactively handle the project roadmaps and suggest initiatives to improve the CRM programs

Oversee the ambassadors' program by hosting calls, deck development and managing lesson plans

Applications, systems & tools

Oversee roll-out, adoption and training of internal clienteling applications across all retail teams

Partner cross-functionally to collect needs and best practices and outline prioritizes for app development roadmap

Partner with Central CRM & IT to lead evolution pilot programs and change management for system updates

Partner with local and Central IT team to troubleshoot and investigate technical issues

Communication

Lead the department's communication for the retail teams

Build and maintain strong partnerships with other departments and cross functional partners to facilitate clienteling topics across multiple communication channels

Facilitate CRM actions and communications for retail store openings / closure in partnership with the local Events and Central CRM teams

Onboarding & training

Develop training roadmap, materials and guides for clienteling tools and systems

Partner with Retail Training and Retail Communications to facilitate new hire trainings across all boutiques for retail managers and sellers

Hold regular monthly retail onboarding calls for new hires and ad hoc calls for store openings

Host bi-weekly retail training refreshers to further develop the team's clienteling mindset

Skills and competencies:

Strong project management skills with ability to follow-through and prioritize (able to handle multiple projects simultaneously and meet deadlines)

Proactively coordinate projects and suggest initiatives to improve the CRM programs

Excellent organizational skills with attention to detail

Outstanding communication skills, verbal and written (strong interpersonal skills)

Strong analytical skills

Ability to make autonomous decisions in a timely manner

Ability to demonstrate patience

Ability to work in a fast-paced environment

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