

United Arab Emirates Jobs Expertini®

CRM Manager

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Company: Make Up For Ever

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

Position

Reporting to the Digital Marketing Manager, the MAKE UP FOR EVER CRM Manager will develop the value of the customer portfolio by establishing and maintaining a long and profitable relationship with the omnichannel customers (Boutique and Ecommerce) of the Brand. They will deploy and pilot the setup of the regional CRM DTC strategy. They will pilot the CRM activity performances and the quality of the database through campaigns with Marketing Cloud dedicated to recruitment or engagement and wakeup plans. This work will be done closely with the local Retail, eCommerce and Marketing teams, Chalhoub Group & Brand Central CRM teams

KEY RESPONSIBILITIES

STRATEGY & PLANNING

Formulate MAKE UP FOR EVER's CRM strategy and annual action plan, aligning them closely with business objectives while establishing clear goals and measurable outcomes.

Utilize data analysis to define consumer journeys based on segmentation and client behaviors, enhancing the creative and relevance of CRM initiatives.

Shape both online and offline campaigns in line with key markets

Ensure regular upload of marketing campaigns into the CRM system

Identify, explore, and manage partnerships/opportunities to expand customer database to acquire new high-profile clientele.

DATABASE & LOYALTY

Drive MAKE UP FOR EVER data cleansing, usage, capture and enrichment

Ensure always on proper data accuracy and integrity

Act as a gatekeeper of data privacy and ensure all staff follows the data privacy guideline and customer information is well protected

Lead the initiation of a new loyalty program dedicated to Boutiques and define program initiatives.

Coordinate logistics, purchasing, and distribution of gifting procedures related to the loyalty program & CRM activation.

MEDIA PERFORMANCE & REPORTING

Develop weekly/monthly/quarterly standard reports and metrics to evaluate program performance

Track progress and bring best in class actions to improve CRM performances in stores and online

Analyze customer data and identify further KPIs to drive customer conversion and retention

Profile

Minimum 5 years of professional experience, of which 3 in CRM projects, in business units or global organization, with Salesforce mastery

BA Degree or equivalent

Fluent in English. French and Arabic are plus

Proved creativity in client recruitment and development actions

Strong analytical and statistical competencies required

Strong project management skills with the ability in build collaboration relationship, willing to drive innovative and create ideas into implementation

Retail Experience

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