

CRM Marketing Manager Jobs in Dubai | AI Futtaim Careers

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Company: AI Futtaim

Location: Dubai

Category: sales-and-related

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Description:

The CRM Manager is responsible for planning brand CRM campaigns, drive marketing automation and the customer lifecycle journeys. The person will be interacting with multiple teams within the division and manages the execution of all direct customer communications and automations across different channels (Email, SMS, Push, WhatsApp, etc.).

Job Responsibilities:

- a-Execute and coordinate customer lifecycle communication strategies and campaigns across current channels to drive customer engagement and retention
- b-Support all business verticals in campaign management across all available CRM channels
- c-Planning week/monthly/quarterly/annual CRM communication calendars
- d-Measure and report performance of all CRM campaigns and assess against goals (KPIs).

Job Requirements:

- a-Min. 5 years' experience
- b-Bachelor's in Marketing or Communications
- c-Marketing automation platform (EMARSYS, SAP Hybris, Oracle Responsys/Eloqua, IBM Watson Management) or any other related platform

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