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Customer Insights Manager Jobs in Dubai | The Emirates Group

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Company: The Emirates Group

Location: dubai

Category: other-general

1- Customer Insights Manager

Job: Full Time

Location: Dubai, UAE

Job Responsibilities:Continuously identify new opportunities for customer data acquisition across the airline that could be used for marketing purposes and align on priorities within CCM&B. Work with the marketing data engineering teams to ensure new attributes are well-defined, thoroughly tested and deployed within the marketing ecosystem for insight and activation in various marketing activities.

Build trusted relationships with key stakeholders across CCM&B and in partnership, define and develop a unified marketing measurement model that provides a holistic, consistent approach to business measurement orchestrated across channels to improve performance, customer experience and to enable more effective planning and execution.**Job**

Requirements:Experience of working with Marketing & Customer Data: 8+ years

Degree or Honours (12+3 or equivalent)

Degree in Computer Science, Maths, Statistics or related quantitative field is preferred.

Experience:in analysing customer behaviour for marketing purposes, including insight generation and segmentation models#J-18808-Ljbffr

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