

Senior Manager CRM – Digital & Marketing Jobs in Dubai

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Company: Alshaya Group

Location: dubai

Category: other-general

Senior Manager CRM – Digital & Marketing Jobs in Dubai

Job: Full Time

Location: Dubai, UAE

Description:

Leads the CRM team working within the Performance & Online Marketing team and reporting to the Director of Performance & Online Marketing.

Is solely responsible and accountable for the management, development and performance of all CRM channels, campaigns, automations, strategy and team within eCommerce.

Is responsible for the management of marketing budgets (franchise costs) via the use of SMS and other costs to help deliver overall brand and business ROI targets.

Works seamlessly with the Performance team, Digital Marketing team, other eCommerce teams and all brand teams to deliver the business plans for eCommerce brands.

Job Requirements:

Deep understanding of how to use CRM campaigns, segmentation and automation to increase customer retention.

At least 8 years in eCommerce CRM marketing, working on retention marketing, digital CRM / loyalty programs.

At least 6 years managing eCommerce CRM teams with retention budget responsibilities.
Experience of using specialist CRM and CDP platforms, tools and software packages eg.
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