Job Title: CRM Manager

Location: UK

Salary: Competitive, dependent on experience

Job Type: Full-time

Job Description:

We are seeking an experienced CRM Manager to join our team in the UK. As a CRM Manager, you will be responsible for developing and executing CRM strategies that drive customer engagement, retention, and loyalty. You will work closely with cross-functional teams to ensure that our CRM initiatives are aligned with our company's goals and objectives.

Responsibilities:

* Develop and execute CRM strategies that drive customer engagement, retention, and loyalty
* Collaborate with cross-functional teams to ensure that our CRM initiatives are aligned with our company's goals and objectives
* Develop and implement customer segmentation and targeting strategies
* Develop and execute automated email marketing campaigns and personalized content
* Analyze and report on customer data to gain insights and make recommendations for future CRM initiatives
* Develop and maintain relationships with external partners and agencies
* Manage budgets and allocate resources effectively to achieve CRM objectives
* Stay up-to-date with CRM trends and best practices

Requirements:

* Proven experience as a CRM Manager or similar role
* Excellent communication and interpersonal skills
* Strong analytical and problem-solving skills
* Ability to work independently and as part of a team
* Experience using CRM software and other relevant tools
* Bachelor's degree in Marketing, Business Administration, or a related field
* Experience in the retail industry is preferred

If you are a results-driven individual with a passion for CRM and have the required experience and skills, we would love to hear from you. Please send your CV and cover letter to us for consideration.

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