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CRM Manager

Description

Qualification: Minimum Graduate with some Digital Marketing/Marketing qualification certification

Experience: 5+ Years

Job Location: Mahape, Navi Mumbai

Job Mode: 5 Days – Work from Office

Candidate Profile:

- Minimum 5 years' experience in a CRM Marketing related role (Ideally for an agency or publisher)
- Minimum 5 years experience working with CRM Tools (Ideally Iterable)
- Strong experience building, managing and reporting on CRM marketing campaigns
- Strong knowledge CRM channels & digital marketing
- Strong knowledge of performance reporting
- Strong knowledge of analytical platforms (i.e. Google Analytics)
- Strong knowledge of work / scheduling management tools (e.g. Monday.com)
- Strong knowledge of affiliate marketing & affiliate industry
- Knowledge of digital marketing principles outside of CRM channels
- Knowledge of UK discount & member benefit sectors
- Good written and verbal communications skills, including spelling and grammar
- Strong process skills
- Excellent data-driven thinking and analytical skills
- Excellent IT skills including a strong working knowledge of Microsoft Office.
- Numerate and commercially aware
- Excellent time management, organization and prioritization.
- Resourceful with a 'can-do' attitude
- Resilient and enjoys change and challenges
- Enjoys thinking critically and creatively to solve problems and identify opportunities
- Seeks opportunities to continually learn and develop
- Sensitivity and diplomacy
- Ability to work independently as well as part of a team
- Commitment to the creation of an environment that promotes equality of opportunity whilst recognizing and valuing diversity.
- Commitment to Digital's Mission, Vision and Values & Beliefs.
- Commitment to excellent standards of customer care.
- To go about the role in a resource efficient and sustainable manner, in keeping with our environmental policies.

Key Responsibilities:

Hiring organization

Arrk Limited

Date posted

25/02/2025

- Create and deliver omni-channel marketing activity across various CRM channels (including email, in-app and push) to drive growth of commercial KPI's
- Create and implement multi-touchpoint journeys to support a personalized end to end customer lifetime experience that welcomes, nurtures yield from engagement and incentivizes renewal and upgrades of the membership
- Plan and deliver channel growth strategies to grow opted-in volume and app downloads
- Collaborate with internal and external stakeholders to deliver continuous improvement across all CRM channels in terms of performance benefit & innovation
- Collaborate with Affiliate, Business Development, Data and Tech teams to deliver best in class omni-channel campaigns that deliver ROI for partners and product.

Contacts

Share your resume with hr.arrk@arrkgroup.com.