

CRM Execution Team Lead

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Company: CPS JOBS

Location: Israel

Category: other-general

תחום

מקצוע :

Reporting to the Head of Retention, the CRM Execution Team Lead will be responsible for executing the CRM program on a day-to-day basis including end-to-end production of direct customer communications. A sharp eye for detail and strong project and process management will be essential for success.

Managing CRM execution team in India (4 people) – including overseeing their activity and giving final approval

At times, hands on setup of campaigns in relevant platforms (CRM, E-mail, SMS, Backoffice, etc)

Coordinate the preparation of all necessary materials – including content, design and reports - for the execution of retention campaigns.

Liaise with copywriters, Marketing QA, designers and BI to have the final product for execution

Assist in planning the CRM activities, including setting deadlines and promotion planning.

דרישות

Advanced Level of English

Strong attention to details

High level of responsibility

Strong Excel skills

Customer-Focused mindset

Enthusiastic and self-motivated

Clear communicator

Methodical

Strong team player

Able to work within the deadlines

Stress resistant

Experience in the gaming industry

Optimove knowledge

Experience working with CRM

An analytical problem solver

איזורגוש דן

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