



## CRM Specialist

### Job Information

**Recruiter**

[iWill Capital G.K.](#)

**Hiring Company**

Our client is a luxury retail company

**Job ID**

1477064

**Industry**

Retail

**Company Type**

Large Company (more than 300 employees) - International Company

**Non-Japanese Ratio**

About half Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 9 million yen

**Refreshed**

July 2nd, 2024 05:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

#### Responsibilities:

- Identifying effective business plans and prioritization amid various initiatives driven by both global and local departments.
- Streamlining existing tasks and selecting new initiatives in an environment that constantly demands growth, with the formation of rational decision-making approaches as needed.
- Driving projects forward while also clarifying the requirements to be achieved through the project, determining and monitoring the variables affected by it.

**Other Accountabilities:**

- Overseeing CRM operations for the WFJ (Watch & Fine Jewelry) division, collaborating with other divisions to maximize customer engagement.
  - Leading Clienteling activities, from planning CRM operations focused on stores to implementing various digital tools. Leading regular CRM meetings with in-store personnel.
  - Leading various CRM programs and project activities. Overseeing the operation and enhancement of services like Welcome, Product Care, and Free maintenance, and participating in projects from global and corporate entities.
  - Conducting dispatch activities for DM/eDM/LINE. Carrying out a series of tasks including translation, proposal targeting, database extraction and analysis, and informing stores to maximize their effectiveness for the Japanese market.
  - Managing customer databases. Collaborating with other divisions in Japan (corporate, fashion, cosmetics, IT, etc.) and globally, maintaining data and preparing necessary reports.
  - Budget management for the aforementioned tasks. Collaborating particularly with WFJ department marketing, from planning to implementation and reporting of necessary budgets.
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**Required Skills****The ideal candidate will bring:**

- Leadership experience in CRM operations, demonstrating excellent abilities in customer data analysis and CRM program supervision.
- Proficiency in smoothly handling a wide range of tasks and communicating effectively with various departments.
- Comprehensive skills in database management, utilizing IT tools, data analysis, and report creation within the CRM domain.
- Work experience in English, especially in close coordination with global entities.
- Experience in leading teams and nurturing team members (desirable).
- Experience in clienteling, luxury industry preferable.

**Ideal attributes:**

- Listen to the opinions of others and persuade logically.
  - Seek objectives and results. Be able to see issues from a big-picture perspective and create the best solutions.
  - Positive to contribute to an inclusive culture and work in a diverse group.
  - Build a plan based on figures.
  - English is required: have a call with the global CRM team.
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**Company Description**