



Michael Page

www.michaelpage.co.jp

## CRM Manager

### CRM Manager - Global Jewelry Brand

#### Job Information

##### Recruiter

Michael Page

##### Job ID

1486923

##### Industry

Other (Distribution, Retail, Logistics)

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

8.5 million yen ~ 10 million yen

##### Refreshed

July 22nd, 2024 11:13

#### General Requirements

##### 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

Manage CRM for all retail to enhance the overall customer experience and drive long term growth. Analyze customer data to discover trends and develop actionable marketing initiatives.

#### Client Details

A global jewelry brand from Europe, under one of the major luxury groups. They're currently in the middle of expanding their operations in the Japan market.

#### Description

- Contribute to the development of CRM strategies to drive customer acquisition, retention, and loyalty.
- Segment the customer database and target specific groups, implementing tailored marketing campaigns.
- Collaborate with cross-functional teams, including Marketing, Sales, and Retail, to align CRM initiatives with business objectives.
- Provide regular reports and insights to management on CRM performance.

#### Job Offer

- A leading role in a significant brand in the jewelry industry.
- Career growth opportunities.
- Gain hands-on experience in large organizational management.
- Incentive bonus up to 10%.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

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### Required Skills

- Graduate in Marketing, Business Administration, or related field.
  - Some experience in CRM management including customer loyalty programs, preferably within the luxury retail industry.
  - Agile in handling CRM software, such as Salesforce, Microsoft Dynamics, or SAP CRM.
  - Fluent in Japanese and English (additional languages are a plus).
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### Company Description

A global jewelry brand from Europe, under one of the major luxury groups.