

CRM Director- Luxury fashion

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Job Information

Recruiter

Michael Page

Hiring Company

Iconic Luxury brand

Job ID

1487036

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

15 million yen ~ 20 million yen

Refreshed

August 6th, 2024 00:00

General Requirements

Career Level

Executive

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

- Develop and execute a game-changing CRM roadmap, spearheading successful campaigns that resonate with our customers.
- Collaborate with a dynamic team of key stakeholders, including the business (in-store), Marketing team, Senior Executives, overseas CRM team and many more.

Client Details

- Iconic brand (fashion and leather goods) with Japan being one of the best performing countries globally

Description

- To set up an ECommerce CRM program
 - Annual calendar of campaigns, segmentation. Line/email.
 - In the context of website upgrade to a new platform and LINE integration to EC

- In partnership with EC teams in Japan and Hong Kong. English communication mainly.
- To set up a Full Price stores (department stores, free standing stores) CRM program
 - Annual calendar of campaigns, segmentation. Line/email. Aligned with the Ecommerce CRM program
 - Opportunities to create upgrades to Line Membership application with supporting vendor.
 - In partnership with retail teams. Japanese communication mainly.

Job Offer

- Unlock Future Opportunities: Once you make your mark as the CRM Director in Japan, you'll have the chance to expand your influence and roll out similar groundbreaking campaigns across Australia and Korea!

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

Required Skills

- Solid CRM experience, being able to manage very extensive database

Company Description

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