

# BURBERRY

## Client Engagement Manager

### Job Information

**Hiring Company**[Burberry Japan K.K.](#)**Job ID**

1496895

**Industry**

Apparel, Fashion

**Company Type**

Large Company (more than 300 employees) - International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Chuo-ku

**Salary**

6.5 million yen ~ 11 million yen

**Salary Bonuses**

Bonuses paid on top of indicated salary.

**Work Hours**

9:30~18:00 (フレックス制度あり)

**Refreshed**

January 22nd, 2025 11:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level (Amount Used: English usage about 50%)

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**JOB PURPOSE**

This role's key purpose is to drive the Client Engagement performance in Japan, for both client retention, re-activation and acquisition objectives. This role will act as regional coordinator of resources and key stake holders with the aim to plan and implement a consistent and commercially impactful customer strategy, aligned with the global strategy.

**RESPONSIBILITIES**

**CLIENTELING CULTURE**

- Champion clienteling behaviors and ways of working to drive a client centric business: relationship building, pro-active outreach with existing clients and prospects, head to toe styling, working by appointment
- Elevate all client experiences in stores and out of stores, ensuring brand guidelines are met
- Leverage all clienteling tools to achieve results: clienteling app, client development plans, local experiences

**CLIENT ENGAGEMENT PERFORMANCE**

- Define regional targets for individual stores
- Able to monitor and also cultivate culture of clienteling at retail stores.
- Report on market performance and customer retention strategy plans, providing insight to unlock specific opportunities by store and client segment
- Work with retail network on strategy and execution of customer plans to reach top client growth objectives
- Interpret on a monthly basis key top customers retention opportunities and define appropriate action plans
- Manage Client Engagement budget and monitor ROI

**CUSTOMER STRATEGY AND EXECUTION**

- In line with the global and regional strategy, develop yearly, quarterly and monthly regional plans to be executed through retail network
- Communicate to regional retail management and store managers key CRM focuses and actions
- In partnership with the store managers, define the regional value proposition that would maximise the overall contact strategy, including retail animations, client development plans
- Plan and execute in store and out of store local experiences with the goal to retain top clients and increase loyalty with the brand
- Research and negotiate local opportunities to partner with personal shoppers/stylists, local charities and other targeted and qualitative groups to acquire target luxury audience
- In partnership with Training, define a holistic Client Engagement training plan, looking at on-boarding, ongoing support and ad hoc training

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**Required Skills****QUALIFICATIONS**

- Extensive experience in Client Engagement in the luxury industry (RTW, LG, Jewelry)
- Experience in hosting clients in a Luxury environment
- Strong CRM skills
- Solid Retail Experience preferred
- Deep knowledge of local market/s
- CRM tools experience
- Project Management Experience

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**Company Description**