

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

December 18th, 2024 01:00

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

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

Company Description