



PR/094340 | CRM Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1504832

Industry

Business Consulting

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

November 19th, 2024 11:12

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

Our clients is a leading cosmetics retailer in Singapore, known for our curated collection of beauty brands. Our mission is to enhance the beauty experience for our customers by staying ahead of the latest beauty trends and providing personalized service excellence.

JOB RESPONSIBILITIES

- Stay abreast of local beauty user trends and preferences in Singapore to inform strategic decision-making.
- Design member product combinations based on the priority of beauty brands currently in collaboration with the company.
- Develop consumer personas and analyse end-users to refine targeting and messaging.
- Oversee and optimize advertising campaigns to attract new customers and retain existing ones.
- Enhance the brand's professional image in customer experience by implementing innovative strategies and solutions.
- Lead a team to execute CRM initiatives, including loyalty programs, personalized marketing, and customer engagement activities.
- Analyze customer data to identify insights that drive business growth and improve customer satisfaction.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to align CRM

strategies with overall business objectives.

- Manage CRM budget and resources effectively to maximize ROI.

JOB REQUIREMENTS

- A minimum of 8-10 years of experience in CRM management, with a strong preference for candidates with experience in the cosmetics or beauty industry.
- Proven success in designing and implementing CRM strategies that drive customer engagement and sales.
- In-depth knowledge of CRM systems, data analytics, and customer segmentation techniques.
- Fluent in English, both written and spoken, as the primary mode of communication.
- Experience working in China or with Chinese brands is highly desirable.
- Strong leadership skills with the ability to mentor and develop a team.
- A proactive approach to problem-solving and a results-driven mindset.
- A deep understanding of the Singapore market and its regulatory environment.

Working Location: Singapore

Apply online or feel free to contact me directly (via email: charlotte.guo@jac-recruitment.com) for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

Guo Run (R24124139)

JAC Recruitment Pte. Ltd. (90C3026)

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#countrysingapore

Company Description