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## CRM Specialist

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#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1520486

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 7.5 million yen

**Refreshed**

February 4th, 2025 17:11

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

Be the driving force behind the brand's shift to become a more "loyal customer driven business & brand" from the status quo of being a "one-time traffic driven business & brand".

#### Client Details

Our client is a luxury brand from Europe that has been renowned for their handbags and accessories. They are looking for someone to help improve the luxury experience for their valued customers.

#### Description

- Lead the creation and execution of the company's CRM strategy.
- Report CRM related KPIs to stakeholders (especially the retail team).
- Run data analysis (e.g., customer data, transaction data, Marketing engagement data) to specify the customers to target.
- Provide list of VIC and high priority customers to be approached by store associates.

#### Job Offer

- International work environment.
- Hybrid work environment.
- Flextime available.
- Career growth opportunities.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

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### Required Skills

- CRM experience at a fashion/luxury retail brand or similar industries.
  - The ability to extract and analyze data (i.e., customer data, transaction data, Marketing engagement data).
  - Ability to simplify things for a wider audience, clarifying the key findings and action plans.
  - NATIVE level Japanese and Business level English.
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### Company Description

Our client is a luxury brand from Europe that has been renowned for their handbags and accessories. They are looking for someone to help improve the luxury experience for their valued customers.