



BURBERRY

Client Engagement Manager

募集職種

採用企業名

バーバリー・ジャパン株式会社

求人ID

1496895

業種

アパレル・ファッション

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

雇用形態

正社員

勤務地

東京都 23区, 中央区

給与

650万円 ~ 1100万円

ボーナス

固定給+ボーナス

勤務時間

9:30~18:00 (フレックス制度あり)

更新日

2024年10月30日 12:00

応募必要条件

職務経験

6年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル (英語使用比率: 50%程度)

日本語レベル

流暢

最終学歴

大学卒: 学士号

現在のビザ

日本での就労許可が必要です

募集要項

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

スキル・資格**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

会社説明