

CRM Lead

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Company: Talentvis

Location: Indonesia

Category: other-general

Minimum Bachelor's degree from any field.

Minimum 2 years of working experience as CRM Lead / CRM Manager.

Understand the company KPIs, goals, and vision as well as adapting this in the flow and KPI's of Customer Engagement.

Understand data's importance in generating or improving a company's KPIs and goals.

Understand the role of other teams (engineering, sales, marketing, development) based on product elements and lifecycle.

Develop the business case for new campaigns or engagement strategies, improvements to existing products, and business ventures.

Create presentations and present analysis to management based on data impact, KPIs, and planned enhancement.

Proven ability to influence cross-functional teams without formal authority.

Have the leadership skills, interpersonal skills, and operational ability in managing the team.

Constantly learn and research based on the willingness to improve your role, intrinsic skills, and general personal development.

Drive strategy for omni-channel expansion in order to engage members and improve retention and growth (including channel strategy for email, web push, in-app push, and whatsapp push).

Create, maintain, monitor, and optimize CRM programs, including crafting content, managing system triggers, increased personalization, targeted segmentation, technicalities, etc.

Own all KPIs and metrics in order to proactively optimize and develop all CRM programs (Acquisition, Retention, and Reactivation) to create the best customer experience.

Collaborate with Product teams and across teams, including marketing, engineering, and data to achieve the collective CRM vision.

Lead development of the roadmap for a clear A/B testing framework of new and existing programs to increase growth and improve retention.

Experience in managing team members.

Analytical mindset with exceptional critical thinking capabilities.

Familiarity with CRM tools (including but not limited to Braze, MoEngage, CleverTap, etc).

Strong online marketing strategy (audience understanding, channels knowledge, and conversion rate optimization).

Problem-solver, critical and logical thinker, and fast-learner.

Strong communication skills to build & maintain collaborative relationships with the stakeholders and to share the reports & insights of the campaign performance.

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