

# Associate CRM Manager

(Company Introduction & Description)

## The Role

(COMPANY NAME) is looking for an experienced CRM marketer to execute best-in-class campaign execution across our organization's various businesses. Reporting into the CRM Campaign Manager, you will lead campaign execution across various CRM channels by partnering effectively with CRM Strategy, Creative Marketing, MarTech, Marketing Analytics and Marketing Operations teams, implementing optimal audience segmentation, targeting and personalization strategies.

## Responsibilities

- Execute flawless campaigns across email, push, onsite/in-app notifications, and SMS
- Collaborate with CRM Strategy team in bringing effective, data-driven campaigns to life by
- Identifying data and tech requirements
- Utilizing out of the box thinking to meet complex business goals
- Creating campaign property documents and JIRA tickets
- Selecting creative assets from Digital Asset Management system as needed
- Pulling weekly channel and campaign performance reports
- Partner closely with MarTech and Marketing Ops by
- Implementing best practices in audience segmentation, data activation, and workflow creation
- Reviewing and approving data feeds, campaign workflows, personalization, testing elements, and asset proofs

## Desired Skills & Experience

- 5+ years of Marketing and/or campaign execution experience in CRM / direct / digital marketing within a fast-paced consumer environment. Agency or client-side welcome
- Experience building campaigns in CRM platforms strongly preferred (Braze experience a plus!)
- Ability to translate marketing strategy into technical requirements
- Takes initiative and ownership of projects, can work independently and actively to resolve issues, but also knows when to escalate
- Excellent project management skills with an ability to influence cross-functional workstreams to deliver on time and on strategy
- Strong analytical, communication, and presentation skills