

Director of CRM

(Company Introduction & Description)

The Role

As our Director of CRM, you'll exercise your full range of strategic, analytical, and creative skills in order to manage a team of Marketers responsible for our lifecycle communication strategy, growth comms experimentation, comms production, and the management of our comms channels: email, push notifications, and in-app messaging.

You'll collaborate with other company leaders across Engineering, Marketing, Design, and Product Management to build the platforms and processes that shape our external communications strategy.

You will lead and inspire a team, own business metrics, and work with all parts of the business to create and promote CRM strategies that move metrics and delight and engage our customers.

Responsibilities

- Build a best-in-class multi-channel lifecycle marketing engine that enables personalized cross-channel comms to deliver the right message in the right channel at the right time.
- Define the charter and vision for CRM and growth communications at (COMPANY NAME)
- Own the management and performance of our communications channels, spanning in-app, email, push, and pull notifications.
- Own strategy for retention and acquisition across all CRM channels, as well as discovering other opportunities.
- Craft regional and country-level communication strategies which incorporate local insights and cultural differences.
- Shape the technical roadmap for CRM systems at (COMPANY NAME), working with Engineering leads to find the best technologies to power our comms (whether they're built in-house or powered by third parties).
- Own the customer journey mapping for new customers and win-back pathways for churned customers.
- Own the strategic usage of discounting and promotions to drive incrementally and ROI.
- Build strong working relationships across departments in order to ensure our communications, marketing campaigns, and product experience work in harmony.

Qualifications

- Have 10+ years of experience working on CRM and lifecycle marketing, with a track record of executing high-quality campaigns & managing a cross-functional team.
- Ability to scale CRM through a proven testing framework using A/B testing, control groups, etc.
- Demonstrated mastery in setting long-term marketing and CRM roadmaps, as well as coordinating with other departments to achieve your team's vision.
- Past experience managing messaging both inside and outside of mobile apps, collaborating with Product teams to balance any promotional messaging with native app experiences.
- Strong leadership skills with a passion to unite people together and build community.
- You excel by collaborating with different departments while setting the tone for fast decision-making.
- You are well versed in technology strategies to power more effective growth communications and can set a vision for future marketing capabilities.
- Experience working within a subscription business model is a plus!