



TITLE: Head of CRM
REPORTS TO: Head of E-Comm & Digital Marketing
LOCATED: New York Office
FLSA: Exempt
CREATED: 5.20.2022

JOB OVERVIEW:

The position will oversee customer service and CRM. The responsibilities include the development of customer-centric programs that drive profitable, long-term relationships. The individual will apply a CRM approach and vision to drive data-driven activations across all consumer-facing channels. This role is responsible for managing and maintaining the activation, tracking and measurement of all brand-owned data across all activation channels including, but not limited to, POS, eCommerce, email, media, social, etc. In addition, this role provides consumer insights that are data-driven across the customer's lifecycle and multi-channel touchpoints that can be applied within the business. This leadership role will also promote and maintain the intrinsic company culture that fosters the firm's core values.

CUSTOMER EXPERIENCE

- Provides support, leadership, and direction for direct reports and oversee all programs and analyses to ensure success.
- Supervises CX Manager providing professional development and business insights.
- Ensures continuous professional and product education for CX representatives
Generates reports for upper management.
- Initiates updated call scripts for representatives.
- Oversees training for newly hired CX representatives.

CRM

- Serve as a CRM business intelligence leader, utilizing analytics to drive customer-centric action plans.
- Act as a cross-functional leader by bringing together sales, marketing, creative, and operations teams to deliver delightful experiences that enhance customer journeys and refine those experiences based on data-driven insights.
- Develop an omnichannel CRM roadmap that integrates with brand and performance marketing to drive high-quality customer penetration, frequency, migration, and spend.
- Oversee lifecycle marketing strategies that identify valuable consumers and opportunities that drive increased engagement and revenue.
- Provide consumer insights support as well as audience development support for all digital media campaigns.
- Own sales and ROI reporting on CRM initiatives; measure impact of CRM initiatives to longer-term customer metrics such as LTV
- Lead the development of database marketing analytics, segmentation analysis, and other analytical techniques to improve consumer understanding and deliver insights that drive repeat and retention.
- Manage external vendor relationships related to CRM, loyalty, consumer marketing, and database management.
- Identify trends and implement recommendations to increase CLTV
- Develop and provide CRM KPI reporting for distribution to business partners
- New app exploration for new customer marketing & retention

REQUIREMENTS

- Deep experience and a test-and-learn approach to developing activities that drive incremental customer value



- Experience blending customer and business performance to tell a holistic story on the impact of CRM investments on topline and long-term business results such as CLV
- Comfort working with raw customer data and extracting required information and insights
- Possess a consumer-centric mindset, creative thinking, and exceptional analytical skills; experience conducting CRM campaign analytics and consumer research to inform marketing decisions.
- Strong problem-solving skills.
- Proven project management skills and the ability to lead, develop and motivate team.
- Outstanding customer service skills.
- Strong interpersonal and active listening skills.
- HubSpot, Shopify, GA, Klayvio, Attentive Mobile knowledge a plus
- 7 years of digital experience; 4-5 years of CRM specific experience

Compensation includes competitive salary, health benefits, PTO schedule and 401K plan