

CRM Operation Manager

Location: Shanghai, China

Starting date: ASAP

ABOUT THE COMPANY

The company is a leading French brand in fashion jewelry. The brand runs over 400 shops worldwide with a strong ambition in the Chinese market.

我们的客户企业是法国时尚珠宝领域的领军者。该企业在全球有超400家门店，并正在积极拓展中国市场。

RESPONSABILITIES

- Strategic activity planning to gain, activate members and maintain loyal members online and offline
制定策略和活动计划，完成线上和线下的会员招募，激活留存和培育忠诚会员
- Regularly measure the performance of CRM KPIs with retail and EC team and suggest optimization plans
跟踪 CRM 各 KPI，为线上和线下运营团队给与优化方案和执行
- Integrate Omnichannel data including online and offline to get further data insight to drive business
整合和分析全渠道用户数据，形成有助于业务增长的洞察，并与团队完成业务增长
- Develop and implement life cycle communication program to enhance engagement and maximize member's lifetime value
完善和实施全用户生命周期的活动和沟通，最大程度延长用户生命周期和提升用户忠诚度
- Build a customer centric service culture to ensure customers' satisfactory; Responsible for contact center transformation from after-sales service.
建立以与用户为中心、提升用户满意度为目标的 CRM 运营，负责在售后过程中的用户维护和转化

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REQUIREMENT

- Strong project management skill and solid know-how of CRM
资深项目管理技能和丰富的 CRM 经验
- Solid data analysis ability and sensibility
良好的数据分析能力和对数据的敏感力
- Good at communication skills
良好的沟通技巧
- About 2 years working experience in related background
2 年以上的相关经验

APPLICATION:

Please send your resume to: bj-hr@ccifc.org

有意者请将简历投递至邮箱: bj-hr@ccifc.org

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