**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

**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](mailto:bj-hr@ccifc.org)

有意者请将简历投递至邮箱：[bj-hr@ccifc.org](mailto:bj-hr@ccifc.org)