

BURBERRY

Client Engagement Assistant Manager

Job Information

Hiring Company[Burberry Japan K.K.](#)**Subsidiary**

Burberry Japan

Job ID

1544155

Division

Retail

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Train Description

Marunouchi Line Station

Salary

6 million yen ~ 9 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

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General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

JOB PURPOSE

To drive and be responsible for CRM performance in the region. This role will act as central coordinator of resources and key stake holders in order to plan and implement a consistent and commercially impactful customer strategy, aligned with the global strategy.

RESPONSIBILITIES**CRM PERFORMANCE**

- Work cross functionally to define regional retention targets for the region/countries and for individual stores
- Report back to Corporate Client Engagement Senior Manager on performance and customer retention strategy plans. Provide regular regional feedback.
- In partnership with Regional Customer Insight regularly monitor regional and stores' performance and obtain the necessary insight to unlock specific opportunities

CUSTOMER RETENTION STRATEGY PLANNING

- Develop yearly, quarterly and monthly regional plans to be executed through the Retail line
- Interpret on a monthly basis key top customers retention opportunities and implement as part of the customer strategy plans for the Retail leaders
- In partnership with Marketing define the regional/country value proposition that would maximise the overall contact strategy targeting
- Work with Events & Retail marketing team on event planning and logistics, as well as post event analysis report
- Compile competitor CRM gift and event report to improve the quality of Burberry CRM contents
- Assist Sales Associates outreach activities by creating outreach asset and wording guideline

SET UP RETAIL FOR CRM SUCCESS

- In partnership Training team, define a holistic CRM training plan, looking at on-boarding, ongoing support and ad hoc training needs
- Ensure all stores receive and able to use all CRM tools
- Set CRM Budget and monitor ROI
- Support and coach Store Managers and Sales Associates, by filtering down key monthly CRM messages and by gathering feedback
- Ensure legal & operational regional compliance of CRM activities for the region

Required Skills**PERSONAL PROFILE**

- Extensive experience in CRM/client telling role in retail industry
- Strong Analytical Skills
- Project Management Experience
- Strong ability in working cross functionally
- Fluent in Japanese and at least business level English

Company Description