

CRM Specialist

CRM Specialist - Fashion

Job Information

Recruiter

[Michael Page](#)

Job ID

1561717

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 6 million yen

Refreshed

October 15th, 2025 15:09

General Requirements

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

As a CRM Specialist in the retail industry, you will drive customer engagement and loyalty through effective campaign strategies and data-driven insights. This role requires a strong understanding of customer relationship management and hands-on experience in marketing tools and analytics.

Client Details

This opportunity is within a well-established retail company known for its innovative approach to marketing and customer engagement. Operating as part of a large organization, the company offers a structured environment with a focus on high-quality service and performance.

Description

- Develop and implement CRM strategies to enhance customer retention and lifetime value.
- Analyze customer data to identify trends and opportunities for targeted campaigns.
- Collaborate with marketing and agency teams to ensure campaign alignment with brand goals.
- Manage the CRM database, ensuring data accuracy and compliance with relevant regulations.
- Monitor and report on the performance of CRM campaigns, providing actionable insights.
- Support the integration of CRM tools with other marketing technologies.

- Develop segmentation strategies to personalize customer communications effectively.
- Stay updated on CRM trends and best practices to enhance the company's competitive edge.

Job Offer

- Permanent position with growth opportunities in the retail industry.
- Chance to work in a large organization with a structured career path.
- Collaborative work environment with cross-functional team interactions.
- Opportunities for professional development and training.

If you are passionate about CRM and eager to make an impact in the retail industry, we encourage you to apply for this exciting opportunity.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

Required Skills

A successful CRM Specialist should have:

- A degree in marketing, business, or a related field.
- Experience in customer relationship management within the retail industry.
- Proficiency in CRM tools and marketing analytics platforms.
- Strong analytical skills with a focus on data-driven decision-making.
- Excellent communication and collaboration skills to work across teams.
- Knowledge of current CRM trends and best practices.

Company Description

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