



CRM Manager Japan/S.Korea

Birkenstock Japan株式会社での募集です。 デジタルマーケティング...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

Birkenstock Japan株式会社

Job ID

1608730

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ Negotiable, based on experience

Work Hours

09:00 ~ 18:00

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 GW 夏季...

Refreshed

August 20th, 2026 16:12

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2398974】

Purpose and objectives of the job:

The Marketing function in Japan and South Korea is responsible for driving brand awareness and strengthening brand equity. The CRM Manager plays a key role in developing and executing customer relationship and communication strategies that enhance engagement foster loyalty and increase customer lifetime value.

This role works closely with E commerce and Retail teams (DTC team) to implement CRM programs campaigns and personalized customer experiences across both online and offline channels. The position also oversees customer data management ensuring accuracy integrity and effective utilization to support business growth.

Tasks and accountabilities:

CRM Strategy Planning

Lead collaboration with the DTC team to enhance CRM systems and support online offline and omnichannel initiatives.

Drive customer retention reactivation and loyalty programs tailored to local market needs.

Design develop implement and monitor customer engagement initiatives (through clienteling and customer outreach initiatives)

Identify opportunities to elevate the end to end customer journey through personalized relevant and consistent interactions across Birkenstock's online and offline touchpoints.

Contribute from a CRM perspective with other channels to the development and implementation of new product launches new events customer experiences etc.

Partner with external platforms (e.g. LINE/Kakao) to ensure effective data synchronization and integration.

Customer Data Insights

Oversee customer database accuracy growth and segmentation strategies.

Collaborate with local and global ECOM teams to ensure system integrity and alignment.

Analyze customer behavior and purchasing patterns to identify opportunities for deeper engagement.

Deliver monthly CRM dashboards and actionable insights to DTC and Marketing teams.

Collaborate with channels and markets to improve the quality usage and impact of customer data and dashboards.

Campaign Managements

Plan execute and optimize online offline and omnichannel CRM campaigns.

Lead the implementation and automation of CRM campaigns using Braze (email MMS LINE Kakao) .

Develop personalized customer journeys using segmentation and marketing automation tools.

Ensure consistent and elevated communication across all customer touchpoints.

Leverage global assets and toolkits while localizing deployment strategies for market effectiveness.

Loyalty Program Management

Manage the brand's loyalty program including tier structure benefits and lifecycle communications.

Monitor program performance and recommend improvements to enhance customer satisfaction and retention.

Required Skills

Competencies:

Minimum 5 years of CRM clienteling or client development experience preferably in fashion luxury lifestyle or retail industries

Strong understanding of the digital ecosystem in Japan (Korea experience is a plus)

Strong analytical mindset with attention to detail and customer insights

Ability to manage complexity across multiple business models and stakeholders

(Stakeholder Collaboration: Drive smooth collaboration and alignment with related departments including Digital Marketing Sales Retail Operations and IT)

Expertise in Braze or any other CRM platforms

KPI Management ROI Optimization: Manage initiatives to achieve targets for customer retention rate churn rate repeat purchase rate and ROI (Return on Investment) .

Company Description

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