

【1000 ~ 1100万円】CRM Manager Customer Growth Loyalty Community

外資スポーツアウトドアブランドでの募集です。 CRM・SFA・MAのご経験のあ...

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
外資スポーツアウトドアブランド

Job ID
1622141

Industry
Apparel, Fashion

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
10 million yen ~ 11 million yen

Work Hours
09:30 ~ 18:15

Holidays
詳細は求人ご紹介時にご案内いたします。

Refreshed
November 12th, 2026 14:56

General Requirements

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
High-School

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2390291】
■募集要項

Lead the development and execution of SALOMON Japan's CRM and Membership programs to drive member acquisition engagement retention and customer lifetime value.
Own the day to day management of CRM initiatives customer growth programs loyalty strategy and community development ensuring alignment with business objectives and the overall CRM vision.

Act as the key business lead for CRM operations and performance management partnering closely with the Director of E commerce CRM to translate strategic priorities into actionable plans and measurable business outcomes.
Drive cross functional collaboration across E commerce Retail Marketing Customer Service and IT teams while managing CRM performance through customer insights KPI governance lifecycle management and continuous optimization.

■概要
Main Responsibility Areas

1. CRM Program Leadership Execution
・ Translate the overall CRM vision and strategic priorities into actionable programs and initiatives.
・ Develop and manage annual CRM plans aligned with business objectives and customer needs.
・ Define customer lifecycle segmentation and engagement strategies to support sustainable business growth.
・ Establish CRM operating processes governance and ways of working across functions.
・ Drive execution of CRM initiatives and ensure delivery against agreed objectives and KPIs.

2. Customer Growth Retention
・ Lead initiatives to drive member acquisition activation retention repeat purchase and customer lifetime value.
・ Identify growth opportunities through business performance reviews and customer insights.
・ Develop and implement programs to improve customer engagement loyalty and long term customer value.
・ Partner with E commerce Retail B2B and Marketing teams to maximize member contribution to overall business performance.

3. Loyalty Community Management
・ Own and evolve the S/PLUS membership and loyalty program.
・ Develop member benefits engagement programs and loyalty initiatives to strengthen customer relationships.
・ Support community building initiatives that increase member engagement and advocacy.
・ Monitor program effectiveness and recommend enhancements based on customer insights and business results.
4. CRM Performance Management Business Insights

・ Define and manage CRM KPIs and reporting requirements.
・ Partner with Customer Insight Analytics resources to identify customer trends opportunities and business risks.
・ Leverage customer insights behavioral analysis and Voice of Customer（VoC）findings to improve CRM effectiveness and customer experience.
・ Conduct regular business reviews and recommend actions to improve member acquisition retention engagement and lifetime value.
・ Foster a test and learn culture through measurement experimentation and continuous optimization.

5. Cross Functional Leadership Project Management
・ Lead cross functional CRM initiatives involving E commerce Retail Marketing Customer Service IT and external partners.
・ Align stakeholders around priorities timelines and business objectives.
・ Support CRM related transformation initiatives and capability development projects.
・ Ensure CRM initiatives are delivered effectively and contribute to broader business goals.

6. Team Partner Management
・ Provide leadership and direction to CRM operational resources and external partners.
・ Manage and develop CRM team members including coaching prioritization and performance management.
・ Oversee agency and vendor relationships to ensure high quality execution and continuous improvement.
・ Allocate resources and prioritize initiatives to maximize business impact and operational efficiency.

Required Skills

5・7+ years of experience in CRM customer engagement loyalty or digital marketing
Experience leading CRM programs and cross functional initiatives
Experience in customer acquisition retention and lifecycle management
Experience working with CRM and marketing automation platforms
Strong understanding of customer segmentation and personalization strategies
Ability to leverage customer insights to drive engagement and business　performance
Passion for sports outdoor and consumer brands

Strong knowledge of CRM customer lifecycle management loyalty programs and customer engagement strategies.
Strong business acumen with the ability to translate customer insights into actionable growth opportunities and business outcomes.
Data driven mindset with the ability to leverage customer insights KPIs and performance metrics to support decision making.
Strong stakeholder management skills with the ability to collaborate across E commerce Retail B2B Marketing Customer Service IT and external partners.
Proven ability to lead cross functional projects and drive execution in a matrix organization.
Strong project management prioritization and organizational skills.
Experience managing and developing team members agencies and external partners.
Excellent communication presentation and influencing skills.
Ability to balance strategic thinking with hands on execution and operational excellence.
Passion for customer experience customer growth and loyalty development.

Company Description

ご紹介時にご案内いたします