

**MichaelPage**

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## CRM Specialist

### CRM Specialist

#### 募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1542562

業種

小売

雇用形態

正社員

勤務地

東京都 23区

給与

500万円 ~ 700万円

更新日

2025年05月27日 15:49

#### 応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

流暢

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

#### 募集要項

The CRM Specialist will utilize customer data, market research, trend analysis, etc., to uncover areas for enhancing customer experience. They will leverage the latest technologies and trends related to enhancing customer experience within the brand.

#### Client Details

Our client is a highly popular fragrance and skincare brand which is beloved around the world. They highlight wellness and sustainability with high quality products.

#### Description

- Leverage customer data, market research, trend analysis, etc., to uncover areas for enhancing customer experience.
- Be responsible for CDP utilization, LINE strategy & operational enhancement for loyalty program upgrades.
- Conduct quantitative and qualitative analyses to determine project success.
- Share project plans, progress, challenges, and achievements with relevant departments.
- Create materials and support workshops to share successful cases.
- Spearhead strategic initiatives to elevate the customer experience across all brands.

#### Job Offer

- Hybrid work environment.
- Flextime available.
- International work environment.
- Career growth opportunities.

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

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## スキル・資格

- Proven practical experience in CRM/CX within a B2C industry.
  - Project management experience specifically focused on enhancing customer experience.
  - Knowledge and experience with digital marketing tools such as CDP, LINE, and CRM.
  - Fluent in Japanese and Business level English.
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## 会社説明

Our client is a highly popular fragrance and skincare brand which is beloved around the world. They highlight wellness and sustainability with high quality products.