

BURBERRY

Client Engagement Assistant Manager

募集職種

採用企業名

バーバリー・ジャパン株式会社

支社・支店

Burberry Japan

求人ID

1544155

部署名

Retail

業種

小売

雇用形態

正社員

勤務地

東京都 23区, 中央区

最寄駅

丸の内線駅

給与

600万円 ~ 900万円

ボーナス

固定給+ボーナス

更新日

2025年06月11日 10:05

応募必要条件

職務経験

3年以上

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

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

スキル・資格**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

会社説明