

Joboffer dated from 12/02/2016

Senior CRM Manager (m/f)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	20354 Hamburg
Country:	Germany

Company data

Company:	Bigpoint GmbH
Street adress:	Sachsenstraße 20
Zip Code / Place:	20097 Hamburg



Contact Person

Name:	Avantika Thakur
Position:	Junior Recruiter
Street adress:	Sachsenstraße 20
Zip Code / Place:	20097 Hamburg

Job description

As Senior CRM Manager, you work on building a best in class CRM team. You will be responsible for all aspects of our CRM marketing automation tool including campaign management, dashboard creation and maintenance, system integration and custom development design. You will work hand in hand with other marketing teams, game teams and Business Intelligence to create highly customer focused campaigns and grow Bigpoint's CRM ensuring all revenue opportunities from Customer Relationship Management are maximized.



Responsibilities:

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Making sure the CRM is customer focused and working to maximize revenue and user loyalty/lifetime

- Analysis of the current CRM processes and ensuring it's fit for purpose and the goals of the organization
- Mentor and train the CRM team, potential to manage the CRM budget with high sensibility to cost
- Planning, managing and delivering multi-channel, digital CRM marketing campaigns
- Drive towards a vision of personalization, segmented and statistics-based marketing
- Set and track return on investment through KPI's and performance metrics
- Coordinate with stakeholders in the company to ensure the effectiveness of the CRM strategy
- Work closely with Social Media, Community Management, Product Marketing, Games department, Business Intelligence and other relevant departments
- Plan and develop database structures and behavioral analysis/prediction models to improve segmenting of the CRM to enable tailored and relevant marketing messages to customers
- Monitor and evaluate trends in CRM and the competition to create market-orientated CRM
- Driving necessary CRM changes ensuring full buy in from all stakeholders

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Requirements:

- University degree in business, marketing or communications
- At least 3 years of relevant marketing experience
- Strong knowledge of direct marketing, e-mail-marketing with online or games focus
- Excellent technical knowledge of CRM and analytical systems
- Good knowledge of SEO and ROI driven marketing campaigns□
- Proven experience in developing and executing successful revenue driven marketing campaigns□
- Passion for gaming and excellent knowledge of the industry
- Strong knowledge of analysis tools and exceptional analytical and problem solving skills
- Ability to provide direction and prioritize team goals and workload, motivate and coach direct reports
- Self-motivation, innovative and creative spirit and a great team-player attitude
- Experience in leading a team is preferred□
- Excellent interpersonal and strong networking skills
- Able to work under pressure and flexible in fast-paced working environment
- Strong project management and organizational skills
- Outstanding written and oral communication skills, fluency in English and ideally in German

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