



FICHE DE POSTE

L'ORÉAL

LOYALTY & CRM MANAGER (Réf 481)

KEY JOB ACCOUNTABILITIES

Contribute to brand(s) profitable growth by designing and implementing global, regional or local CRM strategies to engage, retain, upsell & recruit consumers while leveraging insight and data.

At international level:

- Create & optimize the CRM strategy and touchpoints to increase repeats, retention and loyalty
- Develop & optimize a loyalty program reflective of Lancome values to build deeper/longer relationships and reward customers for their love
- Work with key countries to integrate and deploy relevant aspects of the loyalty program
- Define a unique strategy to handle VIPs
- Increase new customer acquisition inline with global CDO guidelines
- Partner with IMCs to share best practices and ensure their integration into product launches
- Define guidelines and assets for personalized CRM campaigns across channels (email, mobile, direct mail, social, etc.)
- Leverage business intelligence from CRM data to identify opportunities for development
- Oversee direct communications with customers through the CRM
- Create and scale CRM & Loyalty animations to reward customers and drive program engagement

At regional/local level : Manage the CRM Platform

- Help implement and optimize the CRM platform use, ensure it works seamlessly across the organization and captures all required information at key points in the customer life cycle.
- Work closely and lead projects with all departments to ensure the CRM works effectively for all aspects of the brands
- Manage and monitor data acquisition strategy in line with Group recommendation.
- Ensure the database is segmented effectively for targeted marketing activities



FICHE DE POSTE

Execute regional CRM Programs

- Create regional CRM programs and manage campaigns to engage consumer locally despite geographical specifics
- Analyze and report on campaigns efficiency as well as action plans to keep improving CRM business value.
- Develop a broad vision of CRM potentialities and foster cross brands, categories or divisions opportunities
- Maximize efficiency & costs by automating and migrating when necessary to lower cost mediums
- Enhance business opportunities through external partnerships
- Develop value-added services and content to increase the appeal of CRM marketing campaigns and websites

What we're looking for:

- 2nd/3rd job, with a CRM expertise
- Consumer- and usage-centricity – understanding of the full conversion funnel
- Data-driven:
 - Understanding where the data is to be sourced in the consumer journey
 - Ability to translate consumer data into business insights & CRM strategy
- Brands DNA Sensibility to replicate brands sense of purpose into concrete CRM strategy and actions
- Loyalty program definition and animation is a plus

Rencontrez les équipes de L'ORÉAL à Levallois le 9/12/2021

En vous inscrivant [ici](#) (inscription obligatoire)

<https://www.ville-levallois.fr/actualites/economie/carecrute-job-dating-jeunes-debut-de-carriere/>

**Ou candidatez [ici](#)
[Carrières](#)**