



Job Title	Regional CRM Manager - SEA
Business Unit	BBU
Function/Region	Marketing - SEA
Location	Singapore
Leader	Digital Acceleration Lead
People Leadership	N/A
Job Level	4A
Role Purpose Own and accelerate data-driven CRM Programmes in the SEA region. This role will be responsible for developing a SEA CRM strategy to master 360° customer knowledge across all areas of the business, and drive CRM performance management to achieve CRM KPIs.	
Accountabilities CRM Strategy <ul style="list-style-type: none">• Strategize and manage lead and customer data acquisition, enrichment, and retention initiatives in line with business objectives• Manage and own CRM agencies relationships, working with both regional and teams to own local CRM roadmap, strategies and action plans, and driving the best-in-class customer engagement and loyalty strategy across key touchpoints• Drive omni-channel excellence by ensuring continuity in consumer experience across owned D2C (direct 2 consumer), retailers (brick & mortar) and e-retail channels CRM Data & Analytics <ul style="list-style-type: none">• Champion data quality and ensure data compliance, working with legal team to ensure customer data policy compliance and incorporate right data management tools/ process where necessary• Own and drive quantitative data analysis to identify areas of opportunity, translate data, customer insights, and customer segmentation into actionable, results-oriented audience marketing programs focusing on the following:<ul style="list-style-type: none">1) Increasing lead acquisition and recruitment2) Retention of customers by developing trial and loyalty• Co-own CRM KPIs with local teams, including CRM technologies adoption, and CRM Performance Dashboard CRM Activation & Operations <ul style="list-style-type: none">• Own CRM related programs (i.e. Loyalty programs, Marketplace Integration, eCommerce / Order Management System integration, Net Promoter Score surveys, etc.) across the markets• Act as marketing automation lead, build and execute highly personalized cross-channel communications, campaigns and nurture programs• Partner local and regional E-commerce team on all acquisition and loyalty building strategy and activities on all E-commerce channels• Create and implement test strategies, including A/B multi-variant testing that maximise conversions, manage set-up and configuration of data-driven campaigns ensuring deliverability and performance optimization	

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