

CRM & Loyalty Manager

会员经理

This position is responsible for implementing and developing our CRM system, as well as creating and operating a loyalty programme.

The role will cover the full portfolio of William Grant & Sons whisky brands – with a strong focus on Glenfiddich – as well as Balvenie and Monkey Shoulder.

Responsibilities:

- Implement, manage and optimise the consumer-facing CRM system for our business
- Design and operate a Glenfiddich loyalty programme aligned with the brand's luxury positioning and values
- Integrate CRM and loyalty features into our WeChat Mini Program, working closely with our WeChat manager and agency
- Drive online-offline integration, connecting CRM & loyalty with physical touchpoints such as events, retail stores, bars, bottles, etc.
- Develop personalised member journeys, offers, rewards and experiences to drive enrolment, engagement and retention
- Monitor KPIs such as member acquisition, active rate, redemption rate and CLV, and generate actionable insights
- Support the VIP sales team with CRM tools and insights to enhance clienteling and high-touch service
- Lay the groundwork for CDP implementation, including evaluating infrastructure readiness and integration touchpoints
- Ensure CRM activities fully comply with data privacy regulations, including secure data handling, clear user consent and proper storage practices

Requirements:

- Bachelor's degree in marketing, digital, business or related fields
- Experience managing CRM systems and loyalty programmes, ideally in the luxury, fashion, beauty, lifestyle or hospitality sectors
- Strong data mindset – able to analyse performance, optimise campaigns and segment audiences effectively
- Excellent project management skills and ability to work cross-functionally

- Understanding of integration between digital platforms and offline activations
- Understanding of China's data privacy regulations (e.g. PIPL) and experience ensuring compliance in CRM and loyalty operations
- Experience crafting high-end member journeys and experiences tailored for affluent Chinese consumers
- In-depth knowledge of leading CRM systems and tools
- Experience integrating CRM with the WeChat ecosystem
- Workable English