

ROLE PROFILE

Job Title	Luxury CRM Manager – SEA
Business Unit / Group Function	BBU
BU Team / Sub-Function	Marketing – SEA
Location	Singapore
Team Leader	Luxury Marketing & Execution Head – SEA
Team Members	No
Job Level	4A
<p>Role Purpose</p> <p>Own and manage the Luxury CRM database across SEA markets including Singapore, Thailand, Malaysia, Indonesia, Vietnam. Responsible for the development of Luxury CRM for SEA, driving data capture across the consumer journey, drawing insightful analysis and advising on system enhancements.</p>	
<p>Accountabilities</p> <p>CRM Activation</p> <ul style="list-style-type: none"> • Partner with SEA marketing teams to develop and manage communications campaigns focused on the luxury portfolio to drive affinity towards our brands. • Partner with SEA luxury commercial teams to generate revenue through sales of ongoing luxury variants and new high-age releases by driving and managing brand/story led CRM campaigns. • Own and lead the development of all salesforce campaigns for SEA, including but not limited to designing digital consumer journey touchpoints to support all luxury activations, focused on delivering a best-in-class user experience. <p>CRM Data Analytics and Governance</p> <ul style="list-style-type: none"> • Own and develop dashboards to identify most valuable consumer segments, analyse and effect continuous improvement of service and business performance. • Super user to govern data access right per Digital Blackbook Data Agreement. • Champion data quality and integrity, partnering with Private Client Managers in the region to ensure customer data policy compliance and accuracy of dashboards with data analysis. • Partner with supply chain and finance teams to proactively upkeep price books in the CRM system. <p>CRM Development and Agency Management</p> <ul style="list-style-type: none"> • Develop plans to drive a best-in-class Private Clients loyalty programme in partnership with the wider SEA Luxury team. • Drive and manage consumer data acquisition and retention initiatives in SEA in line with business objectives. • Manage and own agency relationships to ensure the effective and cost-efficient operation of the Luxury CRM system, focused on delivery of business objectives. • Review technical agreements/subscriptions with respective service providers as required. 	