



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>CRM Manager - SEA</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing - SEA
<b>Location</b>	Singapore
<b>Team Leader</b>	Head of Marketing - SEA
<b>Team Members</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b>  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.	
<b>Accountabilities</b>  <b>CRM Strategy</b> <ul style="list-style-type: none"><li>• Strategize and manage lead and customer data acquisition, enrichment, and retention initiatives in line with business objectives</li><li>• 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</li><li>• Drive omni-channel excellence by ensuring continuity in consumer experience across owned D2C (direct 2 consumer), retailers (brick &amp; mortar) and e-retail channels</li></ul> <b>CRM Data &amp; Analytics</b> <ul style="list-style-type: none"><li>• 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</li><li>• 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"><li>1) Increasing lead acquisition and recruitment</li><li>2) Retention of customers by developing trial and loyalty</li></ul></li><li>• Co-own CRM KPIs with local teams, including CRM technologies adoption, and CRM Performance Dashboard</li></ul> <b>CRM Activation &amp; Operations</b> <ul style="list-style-type: none"><li>• Own CRM related programs (i.e. Loyalty programs, Marketplace Integration, eCommerce / Order Management System integration, Net Promoter Score surveys, etc.) across the markets</li></ul>	



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<ul style="list-style-type: none"><li>• Act as marketing automation lead, build and execute highly personalized cross-channel communications, campaigns and nurture programs</li><li>• Partner local and regional E-commerce team on all acquisition and loyalty building strategy and activities on all E-commerce channels</li><li>• 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</li></ul>	
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