

# CRM Specialist

We are looking for a CRM Specialist who will be responsible for the design, implementation and support of the CRM Strategy. The specialist will also be responsible for managing, analysing and interpreting data to provide insights and support strategic business decisions.

## **Requirements**

- Diploma/degree in Sales, Marketing, Business Administration or related field.
- Plan and deliver CRM strategies across the organization to retain existing customers
- Acting as a liaison between the IT and CRM team to identify consumer segments to be targeted for campaigns
- Collaborate with IT on defining the capabilities and driving the implementation of the required CRM infrastructure
- Working with IT to manage CRM system and data warehousing
- Make sure the customer database is correctly segmented in order to target marketing activities appropriately
- Strategically plan, execute and assess the performance of individual CRM program strategy within the internal teams
- Own the responsibility for retention campaigns, right from conceptualization to analysis. This will include idea generation, proposal preparation, overseeing the production process, and execution
- Ensure the CRM system provides an effective sales funnel
- Analytical, data-driven and well-versed with Excel
- Detail-oriented and thrive in dynamic and fast-paced working environments.
- Possess excellent communication & interpersonal skills
- Strong team player and comfortable working in matrix environment.

## **Skills and Personality:**

- Proven work experience in CRM field
- Technical expertise with CRM and analytical systems
- Knowledge of online marketing methods and best practices
- Strong mathematical skills to analyze reports and work with large data sets
- Attention to detail, to manage the integrity of the CRM data



- Commercial awareness to understand the target market and design campaigns accordingly
- Strong communication skills along with a customer-oriented attitude
- Demonstrated ability to convey a sense of urgency, openness to new ideas, inclusion and diversity, integrity, customer focus, and respect.

If you meet the above stated criteria, you can send your resume / CV to [jobs@myairline.com.my](mailto:jobs@myairline.com.my). Closing date will be on **12 September 2022**

Shortlisted candidates will be advised on the date and venue of interview.

