



Job title	CRM Manager (Region)
Reports to	VP Online (Region)
Location	Jakarta, Indonesia

Company Description

Leading online grocery delivery business in Southeast Asia, currently servicing Indonesia, Malaysia, Philippines, Taiwan and Thailand markets..

Duties and Responsibilities

- As part of the regional team, you'll be managing the coordination, analysis and optimization of the CRM campaigns, push notifications and email marketing of our local teams.
- Conceptualizing new retention campaigns, generating ideas and creating proposals for success
- Analyzing touchpoints on the customer journey and maximizing commercial opportunities
- Tailoring marketing messages to individual customer needs based on database segmentation
- Working with other business functions to develop and maintain a customer-focused attitude towards activities, concentrating on those which best improve CLV

Candidate Profile

- BA/BS degree with major in Marketing
- 3+years experience in managing email/push notification campaigns
- Background in customer acquisition, re-engagement and retention strategies
- Entrepreneurial mindset
- Strong track-record of hitting targets
- Experience working in a startup or dynamic high-growth company a plus
- Fluent in English, both spoken and written

Approved by:	JB Hired (on behalf of CEO)
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