

Lead Coordinator CRM 6 months contract

Our client:

An important watch industry

Role & Responsibilities:

- You will be in charge of integrating a CRM tool with the new website as well as developing projects for the Client Care Cells
- You will build up a client database and manage all actions towards client lifecycle execution
- You will link CRM with new digital communication technology, develop action plans to help markets boost their CRM activities and analyse activation results to improve current communication tools
- You will also collaborate with the IT and Digital teams on necessary online and off-line developments to encourage client conversation
- You will support customer acquisition, re-engagement and retention strategies with careful attention to local legislation and privacy policies

Profile:

- Bachelor or Master degree
- 3 to 5 years' experience in CRM and e-commerce in retail or luxury market
- Strong knowledge of Digital and CRM BtoC platforms and tools
- Fluent in French and English

Required skills:

- You are organised, structured, known for your analytical abilities and search for excellence and continuous improvement in everything you do
- You are also known for your innovative and creative mind

Contract type: Fixed term contract (6 months)

Rate of activity: 100%

Starting date: ASAP

We guarantee you to handle your application in total confidentiality

Consultant responsable du mandat : Maxence Joly

Ref : MJ857877978