

Executive, Loyalty Programme

Responsibilities :

- Assist in conducting research and identifying potential growth opportunities by executing marketing campaigns through various communication channels.
- Assist in executing loyalty program which includes maintaining customer database and collaboration with other departments to implement exclusive promotions for the loyalty base to increase revenue contribution from the members.
- Assist in the preparation of weekly performance reports of the loyalty programme and propose enhancement ideas for the programme.

Requirements:

- Bachelor's Degree in Marketing/ Business Studies/ Communication Studies or equivalent.
- Minimum 3 years relevant working experience/ skills.
- Age 26 - 28 years old preferably.
- Strong written & verbal communication skill.
- Good interpersonal skills and ability to work with every kind of person.
- Able to work under pressure in handling people.