

Manager, Loyalty Programme

Responsibilities :

- Plan and identify potential growth opportunities by executing marketing campaigns through various communication channels.
- Manage loyalty programs which include maintaining customer database and collaborate with other departments to implement exclusive promotions for the loyalty base to increase revenue contribution from the members.
- Direct the preparation of weekly performance reports of the loyalty programme and to propose enhancement ideas for the programme in order to increase customer base.

Requirements:

- Bachelor's Degree in Marketing/ Business Studies/ Communication Studies or equivalent.
- Minimum 8 – 10 years relevant working experience/ skill.
- Age 35 – 40 years old preferably.
- Strong written and verbal communication skills.
- Strong attention to detail and well organized, multi tasker and excellent team player.
- Creative and analytical. Independent thinker and idea generator.
- Good interpersonal skills and people management.
- Proven achievement in prior employment.