

CRM and Marketing Analytics Manager

Purpose:

The CRM and Marketing Analytics Manager will leverage expertise to design, implement, and analyze customer relationship and engagement campaigns that deliver measurable impact. This role is pivotal in identifying and managing the stadium CRM strategy, while providing strategic and technical guidance, and delivering tailored solutions across all business lines.

Key Responsibilities:

- CRM holistic management and full implementation across the business.
- Calendar ownership, planning and campaign building across all stadium business lines.
- User segmentation optimization. Filter and analyze groups of customers to detect risk, engage proactively and avoid churning.
- Develop the email automation strategy and user flow and look to build new ones that aid our customer retention efforts.
- Test and learn what works and what doesn't with A/B tests.
- Develop a roadmap for CRM that has improvement of customer LTV at its core
- Management of our CRM agency.
- Steering the long-term strategy for multichannel automation, while also working across the business to identify and scope potential special projects, e.g., SMS, refer a friend.
- Turning customer data into actionable insights. The candidate will be extremely data driven and able to interpret analytical models and identify new opportunities.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> • 7+ years in CRM/data marketing. 	<ul style="list-style-type: none"> • Bachelor's degree in Marketing, Business Administration, Data Analytics or a related field.