



## Customer Relationship Management (CRM) Manager Job Description

### JOB INFORMATION

<i>Job Code:</i>	129231
<i>Job Title:</i>	Customer Relationship Management (CRM) Manager
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May oversee staff, students, volunteers, agencies and/or resource employees.
<i>Job Family:</i>	Marketing
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	7 Individual Contributor

### JOB SUMMARY

Drives strategy, execution, and performance of consumer/customer engagement for Consumer Relationship Management (CRM) marketing program. Identifies customer behaviors that drive lifetime value, and uncovers opportunities for personalization across the customer lifecycle. Focuses on campaign strategy and planning, quality assurance, A/B testing, and campaign project management.

### JOB QUALIFICATIONS:

#### Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	in related field(s)

#### Additional Education

**Check here if experience may substitute for some of the above education.**

<input type="checkbox"/>	Combined experience/education as substitute for minimum education
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#### Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		3 years	of experience in email marketing, CRM marketing, direct marketing, database marketing, and/or lifecycle marketing.
	X	5 years	

#### Additional Work Experience

**Check here if education may substitute for some of the above work experience.**

<input type="checkbox"/>	Combined experience/education as substitute for minimum work experience
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#### Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Expert knowledge of marketing automation platforms.
X		Experience using CRM/marketing automation technology to drive business results, including CRM databases.
X		Knowledge of customer segmentation techniques, persona development, and lifecycle management.

## Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Experience in marketing analytics and analytics tools (e.g., Google Analytics).
X		Knowledge of customer segmentation techniques, persona development, and lifecycle management.
X		Experience with the entire process of automated outbound and inbound marketing (e.g., lead scoring/nurturing routing, campaign development and management, landing page and form building and optimization, and reporting/analytics).
X		Excellent written and oral communication skills and ability to communicate with a wide range of internal and external stakeholders.
	X	Experience with Adobe Creative Suite. Experience with HTML.
	X	Experience with one or more marketing automation/CRM systems (e.g., Netsuite, Bronto CRM).
	X	Familiarity with other digital marketing practices (e.g., SEO, PPC) and an understanding of how CRM can extend to multiple channels (e.g., social, retargeting).
	X	Experience giving creative direction for both visual design and copy that results in engaging and on-brand deliverables.

## Other Job Factors

## JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Analyzes customer data to recommend effective segmentations and audience targets. Identifies patterns in customer shopping behavior, and builds campaigns to increase loyalty and retention. Develops and executes CRM and email marketing roadmap, segmentation, and content planning across consumer and audience segments. Uses data-mining techniques and analytic capabilities to develop segmentation strategies.				
Maps customer journeys and collaborates with other teams (e.g., IT, design, retail) to develop best-in-class experiences. Improves effectiveness of communications through continuous “test and learn” approach. Recommends and tests strategies across other CRM channels (e.g., mobile/text, social). Performs A/B testing of content, layout and design, as appropriate. Develops insightful reports and dashboards to monitor progress and ongoing optimization.				
Advises in all aspects of email creation (e.g., design, copywriting, delivery). Ensures compliance with email best practices (e.g., multivariate testing, scheduling, deliverability). Establishes quality controls for flawless execution of email campaigns.				
Maintains currency with emerging trends with customers and markets to identify new opportunities for innovation in CRM. Delivers recommendations and serves as a subject matter expert on CRM approach tools, marketplace trends, list pulls, testing environments and CRM standard methodologies.				
Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.				

## Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: <a href="https://policy.usc.edu/mandated-reporters/">https://policy.usc.edu/mandated-reporters/</a>

<i>Campus Security Authority (CSA)</i>	<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: <a href="https://dps.usc.edu/alerts/clery/">https://dps.usc.edu/alerts/clery/</a>	

**ACKNOWLEDGMENTS**

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

_____ Print Employee Name	_____ Signature	_____ Date
_____ Print Manager Name	_____ Signature	_____ Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.