

Marketing Activation Project Manager (Maternity Cover)



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentiax.nl/x-1958465-z>

Bedrijfsomschrijving

The European head office of this international fashion & lifestyle brand is based in Amsterdam. The company's style is classic American with a twist. Dynamic, international, and open-minded describes the company's culture at best.

Functieomschrijving

Ready to drive membership growth and create meaningful consumer connections? Join our client's EMEA DTC Hub as Marketing Activation Project Manager (Maternity Cover). Lead member acquisition and engagement initiatives to enhance experiences and boost brand loyalty. With 6+ years in CRM/ Marketing Activation in a fast-paced, international setting and a creative, collaborative mindset, you're the one we want. Apply before Sunday, June 16th at 11PM to join our dynamic team.

The Department and Team

The Digital & Membership team is part of the EMEA DTC Hub, managing all direct-to-consumer channels. Their mission is to create cutting-edge membership programs that attract and engage customers, drive new member acquisition with a comprehensive program, and foster direct, personal relationships through valuable communications, benefits, and offers.

The Position

The Marketing Activation Project Manager will support the execute strategies and tactical initiatives for the brand and their spending with the brand and its financing for member value.

Role and Responsibilities:

Member acquisition & onboarding - strategy & execution
 In partnership with key stakeholders across retail, e-com, media and CRM teams, own the new member experience and build a state-of-the-art onboarding for customers into the brand.

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Member growth - strategy & execution:

Based on a holistic member database map, work on key member growth opportunities, and strategic initiatives & smart tactics to influence member behavior towards higher retention, ASP and UPT, higher purchase frequency, better channel crossover, and ultimately, higher member spend.

Marketing coordination:

Maintain close partnerships with marketing peers across EMEA and hubs, to ensure EMEA & hub membership marketing plans are executed in sync, and address key member segments and their needs.

Monthly/weekly reporting:

Take a short-term view on reporting and analysis and look at the current trends that inform direct action, follow-ups or upcoming plans. Report back on effectiveness of acquisition and growth tactics.

The Ideal Candidate:

Over 6 years of experience in CRM/ Marketing Activation within a fast-paced, international environment, preferably with a global premium fashion brand. Skilled in strategy development and communication, effectively engaging diverse stakeholders verbally and visually. Holds a Bachelor's or Master's degree. Strategic, analytical, and data-driven, with a collaborative and creative mindset and a keen eye for visual communication. Proactive "Can-do" attitude, and the ability to energize and inspire functional partners. Excellent communication skills in English (written and spoken),

What you can expect from our client:

An international environment which respects diversity, equality, and individuality. A beautiful state-of-the-art Campus. Depending on the role a monthly home-office budget. A chance to unwind with weekly social activities.

Sollicitatieprocedure

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although we understand that you are willing to relocate or commute, we have agreed with our clients not to accept this as an adequate option.

Are you interested in the position and do you have the required skills and experience. Please send us your CV with a short letter of motivation. You will receive an answer from us as soon as possible. For more information please check our website www.projob.nl or call us at 020 - 5738383. We are looking forward to hearing from you! Website easyapply.jobs/r