

Loyalty and CRM Manager - Conservatorium (0 EUR)



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentienl.nl/x-928405-z>

At Home in the Heart of Amsterdam
 Standing on the famous site of Amsterdam's former Sweelinck Conservatory of Music, the Conservatorium Hotel in Amsterdam opened at the end of 2011. This magnificent Neo-Gothic building was originally built at the end of the 19th Century and in its new incarnation, it has been transformed into a contemporary luxury five-star hotel. Located in the heart of Amsterdam's museum district (Museumplein) on Van Baerlestraat, the Conservatorium Hotel in Amsterdam is close to The Rijksmuseum, the Van Gogh Museum and the Royal Concertgebouw. Also, the luxury shopping avenues, P.C Hooftstraat and Van Baerlestraat, sit right on the hotel's doorstep as well as the charming Vondelpark and the lanes of the Jordaan neighbourhood. The historical centre of Amsterdam is within walking distance. Designed by Piero Lissoni (leading Italian architect and interior designer), the Conservatorium Hotel is a true design hotel and combines historical architecture with modern design. The hotel features 129 bedrooms and suites, an array of restaurants and a bar, as well as a selection of cutting-edge events and banqueting spaces. Conservatorium Hotel is also home to the Akasha Holistic Wellbeing Centre – an urban retreat that is the perfect place to unwind, relax and enjoy. Spanning over 1000sqm, Akasha is the finest holistic spa in Amsterdam offering a range of signature treatments, massages, marrying innovative Western practices with ancient Eastern traditions and featuring 18 m x 5 m indoor swimming pool, a whirlpool, Hammam, sauna, Watsu pool and relaxation areas. Conservatorium Hotel's contemporary design coupled with the hotel's incredible location gives guests a unique experience – as soon as they step into the hotel, they are immersed into the city's rich cultural and design legacy. Conservatorium Hotel is the first member of The Set, a collection created to redefine the concept of the luxury hotel for

sophisticated, design literate travellers in the 21st Century. Working to an uncompromising brief that only the best hotels that are not only of the city but also of the world can be the location for the world's leading architects and designers to work the most of the grandiose and create spaces that are contemporary in conception, whilst simultaneously evoking the style and glamour of the past. Located in existing historic building, the first member of The Set is rooted in the history and of its location as well as the contemporary needs and desires of its guests.

Job Description
 As our Loyalty and CRM Manager, you are responsible for bringing to life the CRM platform and strategy for The Set Hotels to drive retention, incremental sales and lifetime value for guests of The Set.

The successful candidate will deliver an industry leading CRM architecture to attract new guests whilst

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also building loyalty and retention amongst our existing guest base. We are at the beginning of this journey as we onboard with our chosen partner. You will be experienced in setting up a CRM platform and analysing all stages of the guest journey to maximise guest satisfaction so that we can deliver against the goals of the business.

As part of the CRM landscape you will be the lead for developing a guest loyalty and recognition programme to capture the hearts and minds of our guests whilst supporting the growth of The Set and building a compelling reason for guests to return again and again. Our CRM capability will play a vital role in shaping the future of the company, how we grow and add new properties to the group.

Scope of Work

Delivering our promise – working closely with the operational teams on a daily basis to ensure our loyal and repeat guests are recognised as they should be and the appropriate benefits are being delivered.

System implementation - managing implementation of the CRM platform structure and architecture ensuring that it integrates seamlessly across the organisation and captures all required information at key points in the guest life cycle.

Customer journey mapping - to work with business analysts and UX designers to map end-to-end customer journeys and conduct analysis across all touch points to maximise commercial opportunities.

CRM strategy - planning and delivering a CRM strategy that spans all channels and touchpoints that deliver incremental sales, acquire new customers and build loyalty with existing customers.

Segmentation and targeting - leading the implementation of segmentation models enabling the delivery of more targeted CRM campaigns.

Multi-channel delivery - working with the marketing team to ensure effective end-to-end operational delivery of CRM programmes and campaigns across email, SMS, push and web messaging.

Continual Testing - working with the marketing team to develop testing strategies for all aspects of the CRM to optimise performance.

Reporting - managing reporting to track engagement and other CRM KPI's.

Customer-centricity - playing a key role in ensuring communications are customer-centric and insight driven as well as fitting with The Set brand.

Loyalty and Recognition – design and implement a market leading and forward-thinking guest loyalty

and recognition programme.

MAIN RESPONSIBILITIES

Lead the transformation of our guest and data analytics approach and strategy.

Ensure that teams have the appropriate reporting and system in place to identify and recognise our loyal and repeat guests.

Be the public face of 'Friends of The Set' loyalty and recognition programme, responding to and answering queries and questions from our guests,

Contribute to the team developing a guest recognition and loyalty programmes.

Managing the relationship with LHW and the Leaders Club.

Analysis and improvement of data collection strategies across the group. Unifying processes to build a strong and robust database of guests and clients.

Responsibility for guest profiles, the accuracy of the data, completing and merging profiles and cleaning existing data.

Contribute to the ongoing effort to reduce OTA business and convert guests to direct bookers.

Understand the overall CRM architecture to check the coherence of data coming from the integrated systems.

Work closely with the hotel digital marketing executives to build effective campaigns and engagement.

Create relevant dashboards to provide regular status, results with defined KPIs and updates on guest retention and loyalty including analysis by different segments and room types.

Will communicate effectively and work closely with other marketing department players such as Marketing managers, social media and PR

Is data driven and can explain its complexities simply in order to drive actionable consumer insight

Ability to manipulate and integrate large levels of data in order to derive insight and build effective retention campaigns

Will understand the legal ramifications of collecting and storing data with a good knowledge of the data privacy laws

Job Requirements

SKILLS AND EXPERIENCE REQUIRED

Experience working in a hotel or hotel group would be an advantage
Working Knowledge and experience of using Opera PMS would be an advantage
A results-focused approach, with a proven record of generating revenue improvements
A proven track record of building loyalty and retention programs
Excellent numeracy, with strong analytical capabilities
A collaborative approach, combined with initiative and proactivity
A ruthless ability to prioritise high-impact projects and execute them to completion
Confident and articulate communication skills
A proven track record of building loyalty and retention programs
Educated to degree level or equivalent
You have a good working knowledge of Word, Excel, PowerPoint and.