



CRM MANAGER

We are looking for a qualified CRM Manager who is passionate about fashion and culture to create global marketing opportunities and implement them to drive growth across all channels; focusing on acquisition and retention across all customer touch-points. The role will require knowledge of key marketing platforms and the ability to identify and track relevant metrics – core understanding of analytics and customer engagement.

Our ideal candidate is a team player who has a good understanding of the fashion business, fluency in digital marketing with an analytical mind set.

Main Responsibilities:

- Planning and delivering global CRM strategies on and offline that encourage customer engagement and community growth to align with marketing strategies and maintain brand consistency
- Work alongside our retail team to define a customer centric omni-channel strategy
- Create and own our Ganni Girl loyalty programme for VIPs
- Work analytically in planning wider marketing initiatives alongside the 360 Communications calendar and across special projects
- CRM/Client intelligence; managing global database maintenance, deduplication & data capture process
- Email marketing management, work with the Ecommerce team to segment the customer data base and create targeted newsletters to drive revenue
- Define metrics for measuring campaign performance effectiveness. Overseeing and distributing daily, weekly and monthly CRM reporting with the business insights team
- Support Marketing and PR teams with guest list management for global events, logistics and ROI
- Be a brand ambassador on and offline - building relationships with customers, prospective customers and industry professionals

Required to travel to Copenhagen frequently to work with teams in Ganni HQ

The Ideal Candidate

- Have proven experience in marketing and CRM, with at least 5 years of relevant experience in improving retention in an e-commerce and offline environment
- Be passionate about digital technologies, customer experience and omni-channel retail
- Have sensibility towards Fashion and Luxury sector.
- Intermediate/advanced skills in Word, Excel and Powerpoint
- Experience with CRM data tools
- Highly organised and driven with meticulous attention to detail
- Excellent communication skills – written and oral
- Knowledge of marketing channels
- Attention to detail and ability to multitask
- Ability to work independently and across a team
- BSc degree in Marketing or relevant field

Application:

Please send your application and CV to crm.manager@ganni.com.

As we interview candidates continuously, we ask you to kindly send your application as soon as possible.

ABOUT GANNI

GANNI is a Danish fashion company established in 2000. We create four annual collections including shoes and accessories. GANNI is represented in more than 400 of the world's finest retailers as well as through 21 concept stores across Denmark, Norway and Sweden.

GANNI

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