My future profession is a customer relationship manager



Student of the Moscow Pedagogical University, Faculty of Advertising and Public Relations, 2 courses Tselkovskiy Daniil

How to find a job

- Of all the possible ways, I decided to use the Internet. I found a vacancy on this site:
- https://jobs.theguardian.com





CRM Manager



Recruiter MAJOR PLAYERS

Location London

Salary Up to £40000 per

annum

02 Oct 2018 Posted Closing date 30 Oct 2018

111088 Ref

Contact Hannah McAteer

Marketing & PR. Industry

Digital marketing

Full time Hours Contract Permanent Listing type Job vacancy



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CRM MANAGER WATFORD - £40K



CRM Manager job with MAJOR PLAYERS | Guardian Jobs



13:17 ***CRM MANAGER*** WATFORD - £40K

****ANIMAL SERVICES CLIENT***

A bit about the role

We are looking to recruit an experienced CRM Manager to work in the newly formed marketing team for one of our key clients. This client has huge ambitions to become the leader in a new and rapidly growing category. You would be one of the first recruits in a marketing department which is set to double in size over the next 12 months. If you're entrepreneurial, goal focused and have a love of animals this is a great place to work. The role is based in Watford which is just 20 minutes on the train from Euston.

Reporting to the Head of CRM you will initially focus on building a customer engagement plan for existing clients. Furthermore you will be working with the Data, Content and CRM teams Managers to will ensure a stream of high quality leads through online and email marketing, to drive acquisitions, increase conversion, improve retention and customer loyalty.

We are looking for a CRM Manager who had



previously worked directly with clients and who is now looking to develop management skills and able to build effective working relationships with a wide range of stakeholders.

Key Responsibilities

13:17

Work with the Brand and Commercial Teams to provide usable insights for brand and marketing planning

Work with the Head of CRM/Campaigns to create customer segmentation models to maximize the business performance Management of the CRM content plan and calendar-working closely with Marketing team for the provision of it

Build dashboards and reports to understand customer behaviour over time

Experience in data mining to create effective **CRM** campaigns

Develop programs to convert prospects to clients, and one-time only to multiple-time customers

Increase customer engagement Working closely with the Head of CRM to plan, manage and deliver proposed CRM strategy and



13:18

ideally in a consumer, retail or tech business

Technically astute with experience using CRM systems

Strong knowledge of market segmentation Understand how consumer behaviours can be positively influenced

Show how you've increased consumer engagement and revenue through your work Commercially focused, strong attention to detail, agile

Excellent client engagement skills with the ability to proactively organise and influence clients and build strong and effective working relationships

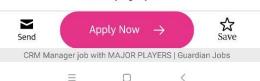
Good Negotiation and presentation skills coupled with great communications skills, written and verbal

Foresight to anticipate issues, set priorities and proactively develop strong relationships both internally and externally

Ability to be creative and use their initiative to develop new ideas

IF YOU ARE KEEN - CALL HANNAH 0207 845 7243

hannah.mcateer@majorplayers.co.uk



How to find a job

- to answer your application you need to write a Cover Letter and CV
- Now I will show you examples of the cover letter and CV

Example of Cover letter

 Dear Hannah, please consider my resume for the vacancy of the Customer Relationship Management Manager.

I am an effective performer and organizer, I can analyze a large amount of information in the context of solving diverse tasks. I try to find non-standard solutions to improve the quality, while reducing the time to perform the tasks.

My strengths are: analytical skills, efficiency and independence in decision-making, high learning ability.

Experienced user of MS Outlook, Word, Excel, Power Point; I know the basics of business correspondence and business etiquette; fluent in English.

A high level of self-organization, attention to detail and excellent communication skills will help me

to become an indispensable manager of customer relationship management.

Thank you for your attention to my resume. Contacts: +7-916-941-60-59

E-mail: Tselkovskiy dv99@mail.ru

With respect and hope for mutually benefical cooperation, Daniil

Example of CV

• PROFILE

- 2nd year student of the Moscow Pedagogical University, Faculty of Advertising and Public Relations
- in my life I have very well developed the skills of communicating with people, the skills of analyzing problems, and I learned to quickly look for ways out of problematic situations.

• **Education**

- September 2016- Present Moscow State Pedagogical University
- September 2005- May 2016 secondary education school №924

• Work Experience

- I work as a content manager in a medical center engaged in restorative fitness, I lead a website and social networks.
- Additional skills and Interests
- Possession of PC Word, Excel, PowerPoint, PhotoShop, 1C, etc.
- conversational proficiency in English

- Why are you interested in this position/job?
- Why did you leave your last company/position?
- Why would you be the right choice for this position?
- situation in which you showed real leadership?
- What do you already know about our company?
- Where do you see yourself in 5 years?
- What is most important to you in your current position
- How would your ideal work day look?

Common questions



And in the end I will give you a couple of tips on how to prepare for the interview.

- Try to provide yourself with information about the organization in which you want to find a job.
- Find out exactly the location of the organization and the route, so as not to be late.
- Adhere to the business style in clothing
- Make a list of expected questions and prepare answers.
- Be sure to prepare the questions you ask if you are offered this opportunity.

THE END

• THANKS FOR ATTENTION