

la prairie group

Our group is one of the worldwide leaders in high luxury skincare. Our products are renowned for their scientific expertise and their unparalleled commitment to quality and perfection. La Prairie stands for a unique combination of advanced science, sumptuous formulas, rare ingredients and attention to the details of luxury. La Prairie Group AG is 100% owned by Beiersdorf AG, Hamburg (Germany) since 1990.

For our Global CRM Team at the La Prairie Group HQ in Zurich, Switzerland we are looking for a

Global CRM Campaign Manager

The CRM Campaigns Manager ensures the development and implementation of CRM campaigns. He/she will plan, develop, implement and follow-up the CRM campaigns as part of both new product launch activation or Brand CRM and clienteling programs.

Responsibilities

- Manage the implementation of CRM and clienteling campaigns
 - Detailed planning of CRM campaigns preparation and execution
 - Development of CRM assets related to CRM campaigns or programs i.e. client communication materials and gifting
 - Briefing and debriefing writing
 - Planning follow-up from briefing to assets delivery in the Markets
 - Coordination with Creative team, Brand team, Procurement and Supply chain
 - Assets costs monitoring
 - Coordination of translation review
 - Preparation of guidelines for local implementation
 - Drafting concept and guidelines on exclusive Experiences related to the programs: Client Events design (format, content...), exclusive treatments...
 - Inter-departmental coordination of processes related to CRM campaigns preparation and execution
- Contribute to the development and implementation of new Brand CRM programs
- CRM campaigns Reports execution and analysis
- Follow-up of invoices and budget related to CRM campaigns and programs
- Contribute to Client Benchmarks focusing on CRM and Clientele

Qualification Requirements

- University Degree and min 5 years of professional experience in CRM for a retailer or a Luxury/Fashion/Beauty Brand in an international environment
- Strong experience in CRM and clienteling campaign development and implementation, including planning and assets preparation, and covering multiple channels
- Very good operational knowledge of developing CRM assets including copy and production, in close collaboration with creative teams or agencies
- Experience in using campaign management IT solutions
- Highly organizational personality with strong project management as well as analytical skills
- Rigorous and attention to details with a good client and business focus and sense for luxury
- Strong written communication skills – English proficiency is a must

Start date: As soon as possible per agreement

Location: Industriestrasse 8, Zurich (8604 Volketswil), Switzerland

Interested: If you are interested in this exciting position, please send your full application to: Ms. Andrea Fust, application@laprairiegroup.ch, Ref: CRM Campaign Manager

