

# We are **HIRING!**

## **Executive, Business Strategist**

### **Enterprise Product Segment**

#### **Job Summary**

To execute company's overall business success by managing enterprise client retention across all channels through CRM and Loyalty activity from enterprise view database system and campaign management tools. Churn management, thus responsible for the strategic campaign development as well as the analysis and insight from all CRM and Loyalty activity in creative thinking on existing or new consumer product offerings and campaigns

#### **Requirements**

- Minimum Degree in Marketing, Business or relevant areas.
- At least two (2) years experience in client-focused solutions, churn management, rewards and loyalty function or relevant experience in managing enterprise clients.
- Basic financial skills in business case development, campaign projections and forecasting, and drive decisions.
- Knowledge of customer relationship management (CRM) practices.
- Strong strategic, creative and organization skills, and a passion for deriving insight from data.
- High energy self-starter with a can-do attitude, ability to learn quickly and work in a hyper growth environment.

#### **Key Accountabilities**

- To execute campaigns and initiatives underlined for retention, churn and loyalty rewards management through incentive campaigns and rewards particularly for Enterprise segments.
- To identify the company's performance that may impacted from the number reflected on acquisition, churn and retention, revenue generation, margin and gaps and market share.
- To design and execute strategies to promote demand generation for programs aligned to specific products from development to delivery and field execution.
- To manage customer health and behavior, design strategies to maximize enterprise client spends and lifetime, as well as the company's revenue and margin health.
- To prepare report on findings and insight to management for further provision for business strategy recommendations, thus optimizing business performance.
- To execute initiatives in operations around delivering excellence in customer experience, which includes real-time and dynamic customer engagement via digital platforms.
- Update database, analyze membership data, prepare recommendations and reports through understanding clients health and behavior.
- Collaborates with sales team to reach prospective clients, whenever required.
- Research, develop and maintain competitive information resources and build a detailed data base of Industry and customers matched with imagine products and services.
- Identify and qualify major opportunities to be further pursued and drive a consistent sales strategy (value messaging, relationship approach and competitive differentiation).
- Support with Enterprise plans with sales, product and marketing activities to continually reflect changing customer trends, market competition and changes in business practices/technology.

Curriculum Vitae must be submitted to:

recruitment@imagine.com.bn no later than Wednesday, 21<sup>st</sup> September 2022.

Only shortlisted candidates will be notified.