Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 4,050 controlled points of sale as well as via several own online shops. The Triumph Group is a member of the Business Social Compliance Initiative (BSCI).

Learn more about Triumph on:
www.triumph.com
www.linkedin.com/company/triumph-international/

Our Strategy and Analysis Department at the Tokyo, Japan office is looking immediately for a highly motivated

Data Management and CRM Analyst/ Manager

Purpose of the Job:

As a CRM Data Analyst, contribute to overall company profitability and growth through supporting mainly but not exclusively the marketing/CRM operations in decision making by providing analysis and recommendations based on internal and external information/data

Roles & Responsibilities:

This is a hybrid role that requires: (1) Strategic thinking in the retention and customer experience, and (2) Data management and analytical skills to work with raw data to formulate insights and actions

1. Data Management / Key user role (BI, CRM, MA, etc.)
   o Partnering with IT, design, develop and maintain the data structure
   o Ensures data availability and data integrity within the company
   o Define and maintain data definition and scope of the BI/CRM/MA tools
   o As a key user, train team members and related parties on BI tool, CRM database, MA tool, and data usage
2. CRM data analysis
   o Support Marketing CRM team in developing customer segmentation strategy and maximizing their lifetime value and frequency of return
   o Clean, prepare and explain datasets using advanced analytics to identify key trends, size up opportunities, and then work closely with marketing CRM to turn those opportunities into action
   o Assists in the design, development, and execution of marketing campaigns
   o Partner with stakeholders in Brand Marketing, Merchandising, & Retail on how to improve the design of campaigns, choice of tactics, and use of customer segments
   o Develop, publish, and present reports and dashboards
   o Identify testing opportunities, conduct testing, and deliver insights and recommendations
   o Present insights and recommendations

Your ideal profile:

- Work experience in retail/consumer, e-commerce, marketing, management consulting, or consumer finance
- Fluency in marketing and sales analysis methodologies, including Campaign and Promotion Effectiveness, and ROI/Profitability

- Experience working with large data sets; Data visualization
- Experience with CRM/MA/BI tools
- Technical skills in SQL, Python, and/or R would be an advantage
- Knowledge in tracking tools and database knowledge
- Advanced proficiency in Microsoft Excel (Pivot, PowerPivot, DAX, etc.)
- Demonstrated understanding of the design and development of reporting tools and dashboards
- Knowledge of statistics and experience using statistical packages for analyzing large datasets
- Logical thinking to be able to communicate with IT data architect
- Bachelor's Degree in statistics, computer science, marketing, or relevant education
- Fluent Japanese and operational level of business English, spoken and written

We offer an opportunity in a fast paced organization which gives those looking for a challenge the possibility to grow with the company and shape the future.

We are a family owned company with strong values, operating at a global level with key markets in Germany, Japan and China - where our iconic brands, Sloggi and Triumph, continue to delight our consumers.

Triumph Group is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your application letter and CV in English, diplomas and expected salary range by clicking on Apply.

https://eu3.advorto.com/TriumphInternational/VacancyInformation.aspx?VId=19733