



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 Brand Marketing Department in the Tokyo, Japan office is looking immediately for a highly motivated

CRM Manager

The CRM Manager will lead the market, develop a Triumph CRM program and contribute to the business growth.

Roles & Responsibilities:

- Drive a qualitative consumer insights and knowledge through online questionnaire, as well as a regular presentation of the consumer trends reporting frameworks
- Collaborate with relevant departments to establish a new CRM platform
- Develop and implement a strategy to efficiently expand Triumph members
- Develop and implement a strategy to ensure that the acquired CRM members are cultivated as royal customers
- Increase membership purchase frequency with effective CRM programs
- Contribute to sales with an effective CRM program
- Support the annual budget planning process
- Support the medium-to-long-term marketing planning and manage the CRM budget

Your ideal profile:

- 6 years + experience in CRM
- Preferred experience in digital marketing management
- Cross-Functional expertise in CRM management
- Experience to develop the CRM program including VIP program
- Experience in the beauty/ innerwear/ apparel business is a bonus
- Bachelor's level in Marketing, E-commerce, Social Sciences, Information Management, Business or other relevant disciplines
- Fluent business language skills in Japanese and English

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=19743>