

Job Description: Customer Relationship Manager (CRM)

Position Title: Customer Relationship Officer

Department: Sales and Marketing / Customer Service

Reports To: Director

Location: Nakuru

Position Type: Full-Time

Job Summary

The Customer Relationship personnel will be responsible for managing and optimizing customer relationships to drive customer satisfaction, loyalty, and business growth. responsible for developing, implementing, and managing marketing campaigns that promote the products and services of the company. This role requires a blend of creativity, analytical skills, and digital marketing expertise to enhance brand awareness, drive website traffic, and generate leads. This role requires a proactive and analytical professional with strong communication skills and a deep understanding of customer relationship management principles

Requirement

1. Self Driven and motivated individual
2. Good customer care and customer experience
3. Digital Marketing Skills
4. Experience in sales and marketing is an added advantage
5. Must be a computer literate
6. One year experience in as a fieldwork officer
7. Ability to work under pressure
8. Have knowledge with tender application process.

Key Responsibilities

Campaign Management

- Develop and execute multi-channel marketing campaigns (email, social media, PPC, SEO, content marketing).
- Monitor and analyze campaign performance and make data-driven adjustments.
- Manage marketing budgets and allocate resources efficiently.

Content Creation

- Create engaging content for various platforms, including blog posts, social media updates, email newsletters, and website copy.
- Collaborate with designers, writers, and other team members to produce high-quality marketing materials.

- Ensure all content aligns with the company's brand voice and messaging.

Digital Marketing

- Optimize the company's online presence through SEO, SEM, and other digital marketing strategies.
- Manage social media accounts, including content scheduling, community engagement, and performance tracking.
- Implement and manage pay-per-click (PPC) advertising campaigns.

Market Research and Analysis

- Conduct market research to identify trends, competitor activities, and customer preferences.
- Analyze data to measure the effectiveness of marketing efforts and identify opportunities for improvement.
- Develop reports and presentations to communicate findings and recommendations to stakeholders.

Brand Management

- Maintain and enhance the company's brand image and reputation.
- Ensure consistency of brand messaging across all marketing channels and materials.
- Develop and implement strategies to increase brand awareness and loyalty.

Customer Data Management

- Collect and analyse customer data to understand behavior, preferences, and trends.
- Maintain accurate and up-to-date customer records in the CRM system.
- Segment customers based on demographics, behavior, and other criteria.

Customer Communication

- Develop and implement effective communication strategies tailored to individual customer needs.
- Manage multichannel customer engagement, including email, phone, social media, and in-person interactions.
- Personalize communication to enhance customer relationships and satisfaction.

Sales and Marketing Support

- Manage and nurture leads throughout the sales funnel.
- Coordinate marketing campaigns targeting specific customer segments.
- Identify cross-selling and upselling opportunities to maximize revenue.

Customer Service and Support

- Address and resolve customer issues and complaints promptly and effectively.
- Collaborate with customer support teams to ensure a seamless customer service experience.

- Identify areas for service improvement and implement necessary changes.

Performance Tracking and Reporting

- Generate regular reports on customer engagement, satisfaction, and retention metrics.

Qualifications

- **Education:** at least a relevant diploma in Marketing, Business Administration, or a related field.
- **Experience:** Minimum of 2-4 years of experience in customer relationship management or a similar role.
- **Skills:**
 - Strong analytical and data management skills.
 - Excellent communication and interpersonal skills.
 - Ability to develop and implement effective customer-centric strategies.
 - Strong problem-solving skills and attention to detail.

Application Process

Interested candidates should submit their resume, cover letter, and any relevant certifications to info@digitechhub.africa