

9/24/2022



SPHM
HOSPITALITY

CRUISE JOB DESCRIPTION – SALES & MARKETING



Hotel Management

SPHM Hospitality

Property of: | Hotel Management SPHM Hospitality

SPECIALIST, CRM

Job Description

A CRM Specialist! This role supports all CRM programs. This position is responsible for developing and implementing marketing/communication strategies across all audience segments (prospects and past guests) in email, direct mail, and other channels as assigned to drive engagement and 400K+ annual bookings for SPHM Cruise Line. This includes collaborating with key stakeholders and supporting the management of all annual SPHM.com, email and ad hoc marketing initiatives. The individual will help orchestrate message timing and type based on segments /customer journey for over 300 campaigns per year. Messages will include targeted and broad promotions as well as additional content designed to overcome customer barriers and lean into drivers and passion points. Span of responsibility includes marketing plan development, evolving lifecycle programs including onboarding, nurturing, retention, post cruise, and relationship messages.

Essential Functions:

- Support the execution of all CRM campaigns (communication strategy, proofing, image selection, branding requirements, project management, testing). Assist CRM Manager with delivering consumer insight /best practice driven CRM programs, including Newsletters, On-boarding, Nurture, Relationship, and Retention campaigns. Manage and own content alignment with segments/ journeys, from on-boarding to win-back and retention. Consistently seeking new and innovative ways to leverage customer information and content to drive relevance and ultimately bookings. Execute personalization strategies to ensure a timely and relevant user experience. Support targeted and broad promotions ensuring value proposition is clear and offer is merchandised with accuracy to drive bookings.
- Develop creative briefs in partnership with the Manager of CRM. Provide direction to the internal creative and operations teams to ensure all campaigns are aligned with the sale strategy and assets are delivered on time.
- Coordinates set up of homepage creative changes, direct mail updates, and email campaigns using a variety of systems/platforms.
- Monitor and analyze all campaign results across channels to understand the effectiveness of strategies and tactics for optimization. Provide regular cadence of reporting with insights and recommendations. Participate regularly in team meetings to brainstorm and ideate around campaign optimization, testing concepts and new technology to drive higher response from marketing investments.



Cruise Job Descriptions

- Creates and maintains records of various cross-channel marketing creative (SPHM.com, email and direct mail for all CRM initiatives).

Minimum Qualifications:

- Bachelor's Degree, in Marketing or Business/MBA preferred.
- 4-6 years work experience; Education/MBA may substitute for experience.
- Experience developing communication strategies for segmented audiences based on consumer insights and data.
- Ability to analyze metrics and identify insights for strategic marketing decisions.
- Ability to manage and prioritize multiple tasks and adapt to a changing and fast-paced environment.
- Excellent project management skills/ability to successfully manage multiple campaigns and projects at once.
- Excellent attention to detail.
- Superior verbal and written communication skills at all levels of an organization.
- Team player who thrives in a collaborative work environment.
- Advanced proficiency in the MS Office Suite, Power Point.