



# CRM Operations Specialist

**Montreal - Full-time - 744000094666574**

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Games are more and more evolving toward services. Acquiring new customer is only 50% of the challenge, the other 50% are to keep them in the Ubisoft world. The service that Ubisoft will provide all along the gamer journey will make the difference. In order to increase efficiency, the communication toward gamers has to be multichannel and personalized: send the right message, to the right person, at the right moment, through the right channel and right device.

Within the Customer Relationship Management (CRM) department, you will be in permanent contact with several teams across the world for the operation of campaigns on the channels you are working on: emails and in-game banners.

Your role will be to translate the business objectives & campaigns into our CRM tools (Salesforce Marketing Cloud being one of them) and accompany the growth of the activity. You will coordinate and oversee the production, configuration and execution of multichannel CRM campaigns in an effort to better integrate the player into the game and foster the active participation of the community.

**What you'll do:**

**Management of CRM Operations:**

- Operate the CRM tools required to configure, deploy and maintain multichannel CRM campaigns,
- Collaborate with CRM Strategists on their campaign plans to help concretize targeting/segmentation, campaign priorities and process, and strategic evolution,
- Implement targeted content rules and appropriate personalization data (personal and game stats) to support the campaign's objectives,
- Maximize standardization and automation in campaign operations to improve work efficiency and effectiveness,
- Collaborate with partner teams across organization on evolutions of channels capabilities and data availabilities, such as IT, Data Scientist, Business Analysts and game production teams,
- Contribute to MarTech initiatives and lead on diversified projects to keep improvements and innovation.

**Analysis of results and optimization:**

- Actively participate in the follow up of campaign KPIs,
- Ensure the highest level of deliverability for each channel and work closely with the analytics team to report on performance indicators,
- Develop an in-depth understanding of player behaviors and campaign interactions,
- Make recommendations and proposals to optimize player experience within our channels,

- Share and document knowledge and best practices.

**What you'll bring:****Technical requirements:**

- Educational background in business or computer sciences,
- Previous experience in CRM or Data is a strong plus,
- Understanding of HTML or SQL basic knowledge is an asset,
- Good usage of the Microsoft software (Office, Excel)

**Social skills:**

- Strong analytical mindset and skills,
- Good project management skills,
- A problem solver mindset and who thrives on answering the question of “how are we going to do it?”,
- Self-starter with a strong sense of organization, who can multi-task and work autonomously,
- Attention to details,
- Team player with strong communication and interpersonal skills,
- Strong written and verbal communication skills

*We embrace a hybrid work model helping you stay connected with your team and aligned with business priorities, while giving you the opportunity to maintain your work-life balance. Note, that some roles are fully office-based and are not eligible for hybrid work.*