



CRM Strategy Specialist

Montreal - Contract - 743999986450096

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Ubisoft, a leading creator, publisher, and distributor of interactive entertainment, is seeking a dynamic CRM Strategy Specialist as part of its Customer Relationship Management (CRM) Group! This individual will be instrumental in developing and executing CRM strategies dedicated to supporting retail marketing, including membership program initiatives. Partnering with a Marketing Manager, this individual will help develop, manage and execute campaigns and programs that enrich Ubisoft's relationships with our gamers across various brands. If you are passionate about leveraging CRM to drive retail success, detail-oriented, and eager to contribute to the success of Ubisoft's brands, we want to hear from you!

Please note that this is a 6-month contract.

What you'll do:

- Collaborate with Retail Marketing Managers to develop and implement CRM strategies focused on enhancing customer relationships.
- Coordinate with internal stakeholders to execute CRM campaigns for membership acquisition and retention efforts.
- Working closely with CRM operational teams, coordinate the A-Z launch of a CRM campaign using project management tools.
- Work closely with analytics team to understand and communicate CRM campaign effectiveness and performance, provide optimization opportunities and strategies for maximizing ROI.
- Be a customer advocate within Ubisoft marketing, ensuring the highest quality interactions with the customer across all CRM channels

What you'll bring:

- Experience with online marketing, demonstrated success in email marketing and online engagement programs.
- Proficiency in data analysis and reporting, with the ability to derive insights and recommendations from CRM data.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams and internal stakeholders.
- An understanding of entertainment and/or video game industry a huge plus.
- An understanding of marketing communication principles, direct marketing and best

practices.

- A strong understanding of digital design principles, user experience design and deliverability best practices.

What to send our way

- Your CV, your expertise and/or related experience and skills.

Just a heads up: If you require a work permit, your eligibility may depend on your education and years of relevant work experience, as required by the government.

We are working to enrich players' lives through unique and memorable gaming experiences and by improving the positive impacts of our games. To get there, we are creating a safer, more inclusive work environment, we are giving back to the communities where Ubisoft operates by working with local non-profit partners and by working to reduce the environmental impact of our business

Skills and competencies show up in different forms and can be based on different experiences, that's why we strongly encourage you to apply even though you may not have all the requirements listed above.

At Ubisoft, you can come as you are. We embrace diversity in all its forms. We're committed to fostering a work environment that is inclusive and respectful of all differences.

Ubisoft code of conduct: [Ubisoft Code of Conduct](#)