



Job Title: Assistant Manager – Loyalty Marketing

Job Overview

The candidate is expected to be highly proficient in marketing automation with detailed knowledge of the Adobe marketing automation suite specifically the Adobe campaign management tool.

The role is expected to enhance the team's acquisition and retention marketing efforts.

Key Responsibilities

- To execute engagement and retention campaigns through the campaign management tool (Adobe).
- To enhance brand salience and loyalty, generate revenue and enable new customer acquisition
- CV (Club Vistara) Engagement and Retention Marketing & Partnerships
 - Drive engagement through targeted campaign designing, implementation and execution
 - Execute the cross-channel campaign strategy on execution tool (Adobe campaign management)
 - Coordinate with digital agency to execute emailer briefs
 - End to end reward fulfilment of campaigns through the Loyalty Management System
 - Traditional Channels- Execution of CV Retention/Repeat campaigns in inflight/on-ground
 - Utilization of the adobe marketing automation suite (ACM, AEM, Analytics, target etc.) to deliver unique, relevant and personalized customer campaigns
 - Executing customer lifecycle CV communication
 - Club Vistara awareness campaigns across channels
 - Executing monthly communication plan for Club Vistara
 - Coordinating with IT to close marketing related IT projects
 - Execute marketing activities planned with partners (banks/hotels etc)

Skills/Attributes

- Good understanding of conventional and new channels of marketing
- Highly proficient in Adobe campaign management
- Strong IT skills covering MS Office systems, sales systems and website management
- Excellent Communication – verbal, written and presentation skills
- Strategic and analytical thinker
- Ability to work without supervision

Work Experience

- Work experience of 4-6 years with at least 2 years of relevant experience
- Experience in Hospitality/ Airlines/ CRM/ Digital Marketing/ OTA's is a plus

Qualification

- Graduate degree from a recognized university

Location

- Gurgaon

TATA SIA Airlines Limited