



CRM & Loyalty Strategy Leader

As the lead strategist for Zaxby's CRM and Loyalty efforts, you will be building and leading CRM strategy, capabilities, and processes for the Zaxby's franchise system. You will use your entrepreneurial skills to navigate an exciting and fast paced retail environment. By managing Zaxby's CRM ecosystem, and delivering personalized, data driven marketing campaigns across all digital channels, including email, SMS, push notifications and the Zaxby's app – you will be at the center of creating a world-class interactive experience for Zaxby's guests. You'll lead a small (but growing!), scrappy team of ambitious digital marketers to deliver and manage loyalty driving initiatives to both Zaxby's franchisees and Zaxby's guests.

ESSENTIAL JOB FUNCTIONS:

Essential duties may include, but are not limited to the following:

- CRM Systems
 - Lead teams, consultants and vendors in development and refinement of Zaxby's marketing system's architecture.
 - Deliver recommendations and serve as CRM subject matter expert on methodologies, strategies, and best practices to CMO and senior leadership.
 - Oversee the CRM database, develop and execute tactics for database evolution/improvement, including system integrations, and data compliance measures
- Campaign Management/Loyalty
 - Lead planning and development of overall loyalty strategy
 - Strategize, implement and manage loyalty program
 - Analyze, identify and operationalize customer data to identify campaign opportunities
 - Collaborate with internal teams to maximize initiative performance, test out messaging and offers, and produce campaigns.
 - Accountable for all aspects of daily customer lifecycle, acquisition and retention email/SMS, push notifications, and content marketing by creating workflows and processes.
 - Lead planning of the national & local email/text/offer calendar in order to make sure all assets and campaigns are scheduled and delivered on time
 - Monitor campaign results and customer behavior in order to match against KPIs and find opportunities to increase revenue, upsell, and increase loyalty
 - Work with the creative team/agency to incorporate new creative assets and approaches
 - Work with ecommerce team to develop and validate customer journeys
 - Continually assess KPI's to identify necessary improvements
- Data/Analysis/Reporting:
 - Transform data into actionable customer-centric business intelligence to deliver customer insights that shape and support marketing (and companywide) initiatives
 - Use data to identify key insights to build segmentation and lifecycle marketing strategies
 - Analyze and segment customer data, identifies VIP customer and develops appropriate measures of customer retention and revenue generation for different customer clusters
 - Plan data selection and segmentation for effective and targeted marketing activities



- Execute weekly/monthly/quarterly standard reporting and lead the development of custom reporting and dashboards, identifying further KPIs to help drive the business

Qualifications:

- Experience in CRM and implementing loyalty strategies
- Able to manage omni-channel campaigns from strategy through to execution – including audience segmentation, creative development, deployment, and measurement
- Proven track record of success interpreting complicated data sets and turning learnings into actionable insights that will influence marketing strategy
- Ability to motivate and lead a team in high stress, high stakes environment
- Excellent communicator (written and verbal) Attention to detail is a must – strong proofreading skills are necessary
- High level of trust, understanding of working in secure data environments
- Expertise in ESP/CRM platforms, online analytics tools
- Experience working with a creative team to develop assets and meet brand standards
- Strong analytical and statistical competencies required, including advanced proficiency in Excel required (i.e. macros, pivot tables, v-look ups)
- Strong work ethic, excellent project management skills
- Must be able to manage external partners and work cross functionally
- Must be willing to work on a small, scrappy team and wear multiple hats

Experience/Education Requirements

- Bachelor's degree in Statistics, Marketing or Economics
- 5+ years of experience in CRM, Database Marketing, Loyalty. 8-10 years marketing or IT experience or equivalent preferred.

Zaxby's Franchising LLC is an equal opportunity employer and does not discriminate in employment decisions based on any factor protected by federal, state or local law.