

Position Description

TITLE:	CRM Specialist
REPORTING TO:	Head of Marketing / CEO
LOCATION:	Head Office - Dubai

Company Vision

**PASSIONATE AND TALENTED PEOPLE LEADING THE FREE-JUMPING
REVOLUTION, DELIVERING AN AWESOME CUSTOMER EXPERIENCE FUELLED
BY THE EUPHORIC RUSH OF FLIGHT!**

BOUNCE is a fast-paced and energetic environment full of smart people who make things happen. The company vision ensures an ongoing commitment to creating:

- A loved and respected international brand
- An awesome culture with exceptional people at every level
- A fresh and evolving multi-sensory experience
- Pumping venues across the world
- A safety record we're proud of
- Disciplined and well-managed growth

Our Values

We have a powerful working culture that fuses passion, connectivity, accountability and evolution of the BOUNCE experience.

These are the BOUNCE values:

- **Passion**
 - You can't deliver the vibe unless you're feeling it
 - Jump around. Make someone's day. Enjoy yourself
- **Unity**
 - We're a team. We jump together and we're building a revolution together
 - Talk straight. Talk often. Stay tight
- **Accountability**
 - We need leadership at every level
 - Take charge. Solve problems. Make it safe. Make people happy
- **Keep it fresh**
 - We want to be a loved regular haunt
 - Encourage & Inspire. Help evolve & vary the experience

Key accountabilities

CRM:

- End to end ownership of the BOUNCE & Arena Games CRM solution.
- Plan and deliver CRM strategy with a view of retaining existing customers, improving customer experience, increasing repeat visitation and growing qualified databases, regionally
- Segment and manage customer data for regions, venues, programs, offers etc and set up appropriate funnels and campaigns within CRM software that deliver results for the business
- Set up marketing automation and establish workflows for data capture, always ensuring data integrity.
- Delivery of all CRM activities for the business to meet agreed KPIs – including direct mail, SMS marketing, mobile messaging, loyalty program in line with marketing calendars for the brand.
- Leverage campaign results to run the planning and testing process to continuously drive increased customer interest, conversion, sales, LTV and profitability across segments and channels
- Customize and pull marketing reports from CRM system on a weekly basis with analysis of trends, successes and learnings. Set up live dashboards for campaigns
- Create campaign specific landing pages and webforms on website to support CRM campaigns and capture data.
- A keen eye for detail to be able to identify issues and to deliver solutions for any CRM issues that arise. Drive continuous improvement of all aspects the CRM system.

Website

- Ownership of Shopify website (Merchandise, Memberships and Multi Visit Passes), content and design and mechanics

Social Media

- Monitor trends in the market and via CRM integration and share trends and insights

Skills and Competencies

- Experience of working in a Digital Marketing team, ideally in the attractions/entertainment industry
- Experience of actively using and optimising CRM techniques including segmentation, campaign planning, implementation and evaluation
- Understanding of Google Analytics
- Good knowledge of HTML
- Experience of working with Content and/or Campaign Management Systems preferred

- Experience with a Marketing Automation tool (Marketo, Salesforce Marketing Cloud, Eloqua, Zoho or similar)
- Ability to manage multiple projects at the same time
- Arabic Speaker preferable
- Advanced user of Microsoft Office (Excel, Word, Outlook etc)
- Strong copywriting, design, segmentation, and testing skills in English and Arabic

Education & work experience

- Degree in Marketing / Business Administration / IT
- Minimum of 4 years of work experience in a similar role