



**ធនាគារ ស្ថាបនា**  
SATHAPANA BANK

## Senior Officer, Customer Value Management

Based in Phnom Penh, Cambodia.

### Responsibilities

- Create and manage CVM campaigns
- Perform customer behavior analysis and create, execute, and monitor marketing campaigns for retention, churn, and cross sell
- Track and manage regularly churn process, understand trends and dynamics
- Provide campaign reporting, analysis, and insights
- Monitor campaign performance on an ongoing basis and continuously optimize tactics to improve effectiveness in achieving targets
- Compile, maintain and deliver weekly, monthly CVM and CRM reports and presentations
- Perform in-depth campaign analysis to understand the effectiveness of campaigns as well as make strategic recommendations
- Assist to develop CRM and CVM strategy and leverage key insights and advanced analytics
- Create various ad-hoc reporting and analysis

### Qualifications

- Bachelor's degree in Business Administration, Business Management, Marketing, or other related fields
- At least 3 years of working experience in related field
- Good communications, negotiations, and interpersonal skills
- Good at English and Microsoft Office (Words, Excel, and PowerPoint)

### To Apply

- Interested candidates are encouraged to apply via [job@sathapana.com.kh](mailto:job@sathapana.com.kh)
- For more information, please contact us at 023/ 081 999 010/ 096 257 9666 or go to <https://www.sathapana.com.kh/careers/job-opportunity/>