



ធនាគារ ស្ថាបនា
SATHAPANA BANK

Manager, Customer Value Management

Based in Phnom Penh, Cambodia.

Responsibilities

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

Qualifications

- Bachelor's in marketing Effective communication skills
- 3-5 years' experience in marketing or business development
- Campaign management/data analysis
- Excel mid-level
- Communication skill deal with stakeholders. and the operation goes smoothly.

To Apply

- Interested candidates are encouraged to apply via job@sathapana.com.kh
- For more information, please contact us at 023/081 999 010/096 25 80 666 or go to <https://www.sathapana.com.kh/careers/job-opportunity/>