



澳娛綜合度假股份有限公司

SJM RESORTS, S.A.

Department: Loyalty Marketing

Position Title: Senior Manager - Loyalty Marketing

Job Description:

- Assist in strategizing, planning and developing the loyalty program including program structure, tier benefits and set up of a comprehensive and rewarding redemption structure and process to reduce program liability and offering more choices to instill members' loyalty
- Analyse the database including members' profile, frequency of visit, spending pattern, redemption records, behaviour data to offer member exclusive deals and special direct offers to members
- Develop, plan and organise special redemption events/promotions for members. This include collaboration with leased retailers and suppliers
- Collaborate with external companies, SME and develop plans to offer discount or special promotions to members
- Work closely with internal departments, leased retailers, external entities and SME to enhance members exclusive offers, benefits, discounts and privileges for members
- Continuously liaise with leased retailers to opt-in and participate in the Loyalty Program and offer benefits to members
- Analyse members redemptions and continuously work with internal departments and external entities to offer wide range of choices for our members
- Maintain good relationship with inventory suppliers for supply of most updated/trendy inventory products
- Plan and develop processes/workflows for smooth redemption of points/dollars at participating outlets
- Continuously review or evaluate the Loyalty Program functional system and conduct necessary system testing including enhancements to smoothen the redemption process
- Conducting periodic reports and consolidate customers' feedbacks and comments to analyze the effectiveness of the loyalty marketing program/redemption, and recommend improvement actions.
- Keep abreast of market insights and ongoing competitors review to strengthen loyalty marketing strategies for continuous improvement of the program



澳娛綜合度假股份有限公司

SJM RESORTS, S.A.

Job Requirement:

- At least 6-8 years of work experience in marketing-related or customer service field
- Experience in the hotel, casino or integrated resort industries is preferred
- Must possess a strong work ethic and be a hands-on and results-oriented leader who is committed and determined to achieve established goals and objectives
- Must have the cognitive ability to deal effectively with people under high demanding conditions. Must be able to accomplish all assigned duties and work in conjunction with peers in a positive manner
- Must be a creative thinker who can develop new and exciting ways to provide or project value to our guests/members
- Strong visual merchandising background preferred

Interested parties, please apply via:

- Email the detailed resume to careers@sjmresorts.com
- Hotline 68827060 / 65288037

The collection of personal data by SJM Resorts, S.A. is solely for employment purposes. Any information submitted by applicants will constitute as consent and authorization for SJM Resorts, S.A. to use the personal data.