



# 澳娛綜合度假股份有限公司

## SJM RESORTS, S.A.

**Department:** Resort Premium Market Development

**Position Title:** Manager – Loyalty Marketing

### Job Description:

- Development loyalty program including program structure, tier benefits and set up of a comprehensive and rewarding redemption program 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
- Assist in planning and organizing special redemption events/promotions for members. This include collaboration with leased retailers and suppliers
- Liaise with leased retailers to opt-in and participate in the Loyalty Program including offering benefits to members, negotiation on commercial terms, contract preparation and signing, redemption process and settlement, logistics support
- Work closely with Procurement and external vendors
- Maintain good relationship with inventory suppliers for supply of most updated/trendy inventory products
- 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
- Conducting periodic reports and consolidate customers' feedbacks and comments to analyze the effectiveness of the loyalty marketing program/redemption, and recommend improvement actions
- Communicate with Marketing Services team to promote the Program through different advertising channels
- Prepare briefing deck and manage program briefing internally for operation/supporting department, and externally for leased retail partners, suppliers and external partners and SME on the Loyalty Program and execution of direct redemptions, direct offers and promotions
- Preparing monthly cost summary and actual expenses to Finance

### Job Requirement:

- Bachelor Degree or above in level in Business Studies, Management, Marketing or a related field
- Minimum of 5 years of working experience in marketing-related or customer service field
- Experience in directing and using membership systems, customer database management and service systems
- Excellent analytical and data management skills
- Strong Knowledge of common internal and external data sources
- Bi-lingual ability of English and Chinese

Interested parties, please apply via:

- Email the detailed resume to [careers@sjmresorts.com](mailto:careers@sjmresorts.com)
- Hotline 89820288 / 65288037

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



# 澳娛綜合度假股份有限公司

## SJM RESORTS, S.A.

**Department:** Resort Premium Market Development

**Position Title:** Assistant Manager – Loyalty Marketing

### Job Description:

- Development loyalty program including program structure, tier benefits and set up of a comprehensive and rewarding redemption program to reduce program liability and offering more choices to instill members' loyalty
- Gathering data and analyse the database including members' profile, frequency of visit, spending pattern, redemption records, behaviour data and provide recommendations to offer member exclusive deals and special direct offers to members.
- Assist in all preparations for leased retailers to opt-in and participate in the Loyalty Program including offering benefits to members, contract preparation and signing, redemption process and settlement, logistics support.
- Work closely with Procurement and external vendors
- Maintain good relationship with inventory suppliers for supply of most updated/trendy inventory products
- Work closely with the Membership Operations team to ensure a smooth redemption process.
- Manage stock arrival including receiving of inventory, labeling, stock arrangement and placement, items display, stocks replenishment, stock maintenance, defect items return manually and systematically. Conduct regular stock check with audit, prepare, and update inventory report.
- Continuously review the Loyalty Program functional system and conduct necessary system testing
- Communicate with Marketing Services team to promote the Program through different advertising channels
- Preparing monthly cost summary and actual expenses to Finance

### Job Requirement:

- Bachelor Degree or above in level in Business Studies, Management, Marketing or a related field
- Minimum of 3 years of working experience in marketing-related or customer service field
- Experience in using membership systems, customer database management and service systems a must
- Excellent analytical and data management skills
- Strong Knowledge of common internal and external data sources
- Bi-lingual ability of English and Chinese

Interested parties, please apply via:

- Email the detailed resume to [careers@sjmresorts.com](mailto:careers@sjmresorts.com)
- Hotline 89820288 / 65288037

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