



Tigo Finance is a leading fintech company in the region, providing a scope of financial services, including payday and consumer loans. Based on the proven experience and achievements in the industry with headquarters in Skopje the company aims to offer microfinance services to private individuals with the simplest, quickest and most convenient borrowing process for the customer.

Is it as important to you as it is for us to continually improve your professional skills, your career promotion, and your work life balance, while working with highest level of satisfaction? With us, you can live every day all these values.

Our employees are our most valuable assets, and they make Tigo an amazing place to learn, work and shape our future. We want every day to feel like an opportunity and to be surrounded by optimism and creativity.

We are looking forward to meeting our new colleague, and we truly believe that you will be a very valuable team member who will bring new professional competencies to our company. Join us as:

CRM / Loyalty and Retention Manager

We are hiring a Retention manager to lead, optimise and grow our existing retention process. The ideal candidate would implement strategies designed to reduce costs and increase profitability by solidifying customer loyalty. Furthermore, the candidate would have proven track record of successfully managing retention process with experience in foremost email marketing, SMS and push notifications, other digital and online channels and finally tele-sales. Analysing data, revising existing processes and proposing new initiatives/campaigns with A/B testing is daily routine. The Retention manager reports to CEO and group CMO.

Outcomes to succeed in this role:

- Understand and influence customer behaviour through meaningful communications in order to improve customer retention, customer loyalty, and customer profitability;
- Establish effective communication by implementing strategic use of information, processes, technology, and people to manage the customer's engagement;
- Manage strategic plan for usage of calls, SMS and email notifications, push notifications and IVM (interactive voice messages), but not limiting to the same;
- Introduce new ways to the existing processes, propose customer segmentation not only based on passivity, but also based on company's products usage, fundamental, economical and regional presence;
- Introduce discounts program and strategic plan for the same;
- Analysing data, revise existing retention processes and propose new initiatives and/ campaigns and A/B testing for sales volume growth.

About you:

- Preferably you have 1+ year experience at Retention role;
- Preferably you have 1+ year experience in Email marketing and usage of IVM (interactive voice message);
- Strong experience in RFM model (Recency, Frequency, Monetary value) model usage;
- Preferred background: Telecommunications, Marketing, E-commerce;
- Despite your outgoing personality, you are structured, organized, data driven and always on top of your responsibilities;
- Preferably You have university degree in economics or management;
- You are fluent in English;

The Company will provide:

- Attractive salary package;
- Bonus tied to Retention volume and team performance;
- Top of the line technology for professional usage;
- Career development and continuous upgrading through various training opportunities and know-how;
- Wellness programs and discount benefits constantly updated by HR department;

If you are interested to boost your career together with us, please send your CV with notice for the position "CRM / Loyalty and Retention Manager" on vrabotuvanje@tigo.mk

The company is committed to creating a diverse environment and is proud to be an equal opportunity employer.

Please note that only selected candidates will be further contacted for interview.

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