

CRM

(Customer Relationship Management)
**& COMMUNICATIONS
COORDINATOR**

Gibbons Company is seeking to employ a highly motivated individual to be responsible for coordinating the daily functions of CRM and manage all media initiatives.

The successful candidate will be responsible for:

- *Designing and implementing customer engagement strategies*
- *Manage and analyze the CRM data system*
- *Write management and user policy for CRM*
- *Design customer incentive programs*
- *Communicate with media*
- *Manage media budgets to maximize effectiveness*

Candidates should have the following skills:

- *BA College Degree in Communication or equivalent qualification*
- *At least 2 years experience in multimedia and communications industry*
- *Proven ability in data management and analytics*
- *Excellent written and verbal communication skills*
- *Demonstrate effective web management and social media skills*

Benefits include comprehensive medical insurance, contributory pension plan, discount at the Gibbons Group of Companies for employees and their dependents and an Employee Assistance Program.

Only written applications accompanied by a resume will be considered. Interested persons should address their application to:

- *Human Resource Coordinator*
Gibbons Company
21 Reid Street
Hamilton HM 11

Or email to:

- *kshrinarine@gibbons.bm*

Closing Date
March 19th, 2012



GIBBONS COMPANY
For the way Bermuda lives