

# 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 applicants meeting the criteria noted above need apply.  
Previous applicants do not need to re-apply.**

*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](mailto:kshrinarine@gibbons.bm)*

*Closing Date  
April 16th, 2012*



## GIBBONS COMPANY

*For the way Bermuda lives*