

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*

*Closing Date
April 16th, 2012*



GIBBONS COMPANY

For the way Bermuda lives