

CRM AND LOYALTY PROGRAM ASSOCIATE (m/f)



At Plava Laguna, we have been creating unique experiences since 1957. Our destinations, Poreč and Umag, host the best vacations.

We are looking for a candidate for CRM and Loyalty Program tasks (m/f) in the Umag-based office, with a planned relocation to the new corporate building in Poreč in the autumn of 2025.

Your job will include supporting the guest registration process in loyalty programs, monitoring the effectiveness of membership sign-ups, and tracking the accumulation and redemption of reward points. You will be responsible for maintaining member records in the CRM system, updating and merging data, and you will communicate daily with the reception and reservation centre to provide support for program members – our guests.

Your profile:

- Experience in sales and/or marketing in tourism
- Minimum bachelor's degree
- High analytical skills with a strong ability to set priorities
- Openness to acquiring new knowledge, as well as initiative and responsibility in work
- Problem-solving ability
- Knowledge of computer skills (Word, Excel, Outlook)
- Preferably knowledge of the MS Dynamics environment
- Valid Category B driving license
- Knowledge of English, preferably also knowledge of German or Italian

APPLY VIA THE ONLINE FORM: bit.ly/3EBaOlG

APPLICATION DEADLINE: May 5, 2025

Candidates from the shortlist will be contacted by: May 15, 2025

Additional information: Marta.RadenovicRaca@plavalaguna.com