

Job Title: Customer Communications and Lifecycle Marketing Manager

Location: Kansas City

### **Company Overview:**

Fidem Financial is an innovative leader in the financial services and asset management space managing our industry-leading platform to source, fund, acquire, and manage consumer loan receivables. Our leadership team is best-in-class with extensive backgrounds in credit portfolio transactions and management, having collectively completed over \$100B in card portfolio transactions. Fidem's team boasts more than 250 years of aggregate experience in all aspects of card portfolio management, including Operations, Marketing & Product Management, Compliance, Credit Risk, Card Conversions, and Vendor Oversight.

### **Position Overview:**

We are seeking a creative and data-driven Customer Communications and Lifecycle Marketing Manager to lead the strategy, execution, and optimization of our customer lifecycle marketing programs. In this hybrid role, you will be responsible for engaging, retaining, and nurturing customers throughout their journey with Fidem Financial. You will collaborate with cross-functional teams to develop personalized, omni-channel campaigns that drive acquisition, conversion, retention, and customer loyalty. You will also lead the planning and execution of all outbound communications to our customers. This role is critical in shaping the customer experience by ensuring that messaging across email, in-app, SMS, social, and other channels is timely, relevant, and aligned with brand values.

### **Key Responsibilities:**

#### **Lifecycle Strategy & Campaigns**

- Develop and implement comprehensive lifecycle marketing strategies across all stages of the customer journey, from acquisition to retention and upselling.
- Design, launch, and optimize automated, data-driven campaigns that move leads through the sales funnel and nurture existing customers.
- Design onboarding flows to activate new users.
- Develop strategies to re-engage lapsed or inactive users.

#### **Customer Communications**

- Leverage segmentation and personalization to develop a cohesive communication strategy with relevant, targeted messaging across all touchpoints (e.g., email, SMS, in-app messaging, newsletters).
- Create and oversee customer communication campaigns for product launches, updates, promotions, and service changes.
- Ensure consistent brand voice, tone, and messaging in all customer-facing communications.
- Work closely with product and support teams to proactively communicate changes and minimize confusion or friction.
- Analyze customer feedback and communication metrics to refine messaging strategies and improve engagement.
- Manage and optimize communication tools (e.g., CRM, email marketing platforms, customer engagement software).
- Collaborate with content creators and designers to develop compelling, clear, and helpful communication materials.
- Own and maintain the customer communications calendar.
- Monitor communication and campaign effectiveness and report on KPIs like open rates, click-through rates, churn, and customer satisfaction.

### **Collaboration & Execution**

- Partner with cross-functional teams including Product, Sales, Business Intelligence, Design, and Compliance to identify opportunities and launch initiatives that improve customer engagement and business outcomes.
- Partner with key stakeholders at sponsor banks, card processors, and card networks to ensure regulatory compliance, adherence to network requirements, and understand technology capabilities.
- Collaborate on the creation of sales collateral and communications, ensuring consistency and effectiveness across all touchpoints.
- Support the development of in-product experiences and customer journeys that enhance engagement and satisfaction.

### **Analysis & Optimization**

- Analyze customer data and behavior to identify trends, gaps, and opportunities for lifecycle marketing improvements.

- Continuously monitor, test, and optimize campaign performance to drive measurable outcomes, such as increased conversion rates and reduced churn.
- Report on key performance indicators, campaign effectiveness, and insights to stakeholders and leadership.

### **Process Improvement & Governance**

- Develop and maintain channel guidelines and governance to ensure quality and compliance of all customer communications.
- Implement and refine processes for audience segmentation, journey mapping, and flow auditing to ensure a seamless customer experience.

### **Qualifications**

- 4+ years of experience in lifecycle marketing, CRM, or engagement marketing (financial services or FinTech experience strongly preferred).
- Strong analytical skills with proficiency in marketing automation tools and CRM platforms.
- Proven experience designing and executing multi-channel marketing campaigns.
- Excellent communication and collaboration skills.
- Creative approach to campaign development and problem-solving.
- Experience with data analysis, journey mapping, and campaign optimization.
- Empathy for customers and ability to translate complex topics into clear, digestible messages.
- Experience with Fiserv a plus.

### **Why Join Us?**

- Competitive compensation package with performance-based incentives.
- Health, dental, and vision benefits.
- Opportunity to work with a forward-thinking, innovative company at the forefront of financial technology.
- Flexible work environment with the option for hybrid work.
- A collaborative, supportive, and growth-oriented company culture.

