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# Example of Analyst, CRM Job Description

Our innovative and growing company is looking to fill the role of analyst, CRM. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for analyst, CRM

* Work with business users to gather and document business requirements for system changes and required solutions and align customer’s business processes with SAP functionality
* Work with business functions to maintain system integrity across EMEA (user interface config changes)
* Ensure consistent high level of support services
* Engage in change/enhancement and project implementation activities
* Assist in off hours on call support (respond to USD tickets and alerts per agreed guidelines)
* Be responsible for user support to troubleshoot, investigate, analyze and solve software problem
* Understand middleware components and escalate issues to middleware teams as appropriate (WebMethods)Support system testing activities during technical releases and application enhancement
* Provide vendors with direct mail mailing lists
* 25% Automate and develop new reporting
* 20% Presentation of findings and analysis

## Qualifications for analyst, CRM

* Bachelor’s Degree in Quantitative Area (Statistics, Economics, Finance, Business, Market Research)
* Expert knowledge of Salesforce Marketing Cloud (specifically ExactTarget) is required
* Experience in analysis and reporting across all direct channels, customer behavior and value analytics
* Minimum 5 years of marketing reporting experience in marketing, retail or a related field
* Knowledge and understanding of relational databases and experience with data mining
* Ability to manage multiple projects simultaneously with a high degree of attention to detail