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# Example of CRM Business Analyst Job Description

Our company is growing rapidly and is looking for a CRM business analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for CRM business analyst

* Day to day front-line business process support through managing requests and meeting SLAs
* Applying critical thinking to troubleshooting issues, proactively identify and develop new ideas / innovations that will add value to the business and team
* Data quality management and analysis to ensure exceptional data quality and reporting
* Support strong data governance and management to ensure application security is compliant and a single client view is maintained
* Liaise with business group representatives and stakeholder across the Institutional business to gather, review and define new requirements
* Execute ongoing release management to continuously enhance the solution
* Define and maintain standard operating procedures and documentation
* Assisting the Global Institutional CRM team members with project or BAU work, as needed
* Performs the analysis, design and implementation of the CRM (Customer Relationship Management) system
* Responsible for the maintenance and effectiveness of the CRM system

## Qualifications for CRM business analyst

* Ability to convey and influence stakeholders through high quality verbal and written communication at all levels
* Languages – Manderin, Cantonese, Japanese
* Experience with Salesforce.com CRM in the Investment Management industry
* Experience working on Sales and Marketing related initiatives website development, digital marketing, mobile, social media, campaign workflow
* A minimum of one years of experience
* Experience with salesforce.com or a relatable system