



Example of CRM Analyst Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for CRM analyst

- Assist the team with other CRM customer contact efforts such as email, direct mail and phone lists for event reports and ad-hoc reports
- Supporting the CRM Manager to deliver bespoke analysis projects to optimise the use of sales tools such as SFDC and Eloqua discover Retention triggers
- Measure campaign results such as incremental lift, ROI
- Share insights throughout the marketing, merchant, and stores organization as appropriate
- Monitor daily trends in campaign performance and proactively address underlying causes of trends
- Own test and learn timeline
- Identify reporting needs/updates and document detailed requirements
- Collaborates with the retail teams to understand business questions to be addressed by customer insights
- Recommending analytics and research requirements to clients, and working with the analytics teams to ensure that our solutions are insight led
- Interpreting analytics and research into usable insights, which inform strategic communication planning

Qualifications for CRM analyst

- Knowledge in Access, SPSS and data reporting software is a distinct advantage
- 2+ years experience in campaign based forecasting, 2 + years experience in

- Monitor and resolve data quality issues
- Background with Value Added Reseller KORE preferred – specifically, knowledge of Sponsorship and Suite Module
- Critical attention to detail with a high level of accountability
- Ability to work independently and exercise discretion in performing job duties