



Example of CRM Analyst Job Description

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Our company is looking to fill the role of CRM analyst. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for CRM analyst

- Will be working with the client on solution definition for small sized projects with medium level complexity, then translating the client requirements into CRM workflows
- Will also develop Microsoft CRM strategies, best practices, and approaches
- Data analysis and data management in CRM Area
- Overall responsibility of the quality of data in CRM and backend systems
- Produce KPIs and Metrics on the data we use in CRM and where it is efficient
- 10% Track budgets for advertising expenses with program managers and marketing
- 10% Track and report out on progress made toward achieving all quarterly sales and growth targets
- Work with business stakeholders to elicit and capture their software requirements such that they are accurately reflected
- Ensure traceability is established and consistently managed amongst different requirements/requirements types on individual software delivery projects
- Work with project managers and other SQA colleagues to estimate the effort associated with the Requirements

Qualifications for CRM analyst

- Ability to interact cross-functionally with departments and with third party vendors while consistently meeting deadlines

- Relevant degree (economics / business statistics / marketing), or equivalent commercial experience
- Solid analytical background and experience of handling large data sets
- Experience of using a Campaign Management Tool, CRM System and knowledge of data visualization packages
- Excellent ability in building statistical models