

Job Description

Job title:	CRM Data Analyst
Reports to:	Head of Sales & Marketing
Department:	Marketing
Hours:	37.5 Hours per week Mon-Fri 9.00am – 5.00pm with some flexibility as required
Remuneration:	£20,000 per annum
Additional Benefits:	Company Standard Benefits

About the company

Businesswise Solutions complete purpose is to enable our client partners to focus their energy on powering their business.

We are a full service energy partner that understands our role in delivering tangible improvements to business performance beyond cost and consumption.

Using the power of data and technology, our energy specialists help our client partners simplify and navigate the energy market, identify opportunities they never thought possible, make the most informed decisions and develop strategies that minimise risk and deliver better business performance.

Our goal is to continue to grow our business, our team, our capability and to do so in an organic and sustainable way, investing in and developing our people. We deliver empowering energy, and our future is exciting.

About the Role

The role of CRM Data Analyst exists to ensure that data held within the CRM system (currently HubSpot) is robust, complete, accurate and meaningful, and to ensure that the CRM system is configured correctly so that sales teams can access the right data in line with the company sales process.

The CRM Data Analyst will provide a best in class service to telephony and field sales teams, working closely with external data providers and platforms to ensure that the telephony team are fed new and appended data to support call campaigns, whilst ensuring that processes are followed and data flows between the telephony team and field sales are complete and accurate. The role will also serve as an analytical function to provide the management team with insights and performance KPI's to an agreed specification

The progression for this role could be varied depending on the person. This might be into a wider data role with the organisation, into a marketing or product role, or follow a path towards sales management.

Responsibilities

The responsibilities of the CRM Data Analyst fall under four core sales & marketing areas, Prospect Data, Segmenting & Targeting, Process Management, Performance Insights.

The CRM Data Analyst will have ownership for the delivery of a number of ongoing initiatives. The detailed framework of direct and indirect responsibilities can be seen below:

	Responsibility
Prospect Data	<ul style="list-style-type: none"> • Work with an external data provider/platform to deliver new data that meets our specific criteria into the business • Uploading data into the CRM platform, ensuring duplicate records are avoided • Assigning data to individuals and communicating • Continually developing the data attributes held on the prospect base to maximise the potential from segmenting and targeting
Segmenting & Targeting	<ul style="list-style-type: none"> • Translate campaign requirements into advanced segmentation based on key company attributes • Create custom fields and develop advanced segmentation using filters • Communicating new market segments to the sales team and training/demonstrating how to access
Process Management	<ul style="list-style-type: none"> • CRM platform user management, setting permissions to ensure right levels of access • Managing the deal flow process to ensure that this is fit for purpose • Adding custom fields and steps to this process and communicating changes to key stakeholders • Investigating and correcting data anomalies
Performance Insights	<ul style="list-style-type: none"> • Manage a series of automated reports held within the CRM platform, providing fixes and creating new reports as required • Creating bespoke insight reports using a variety of data sources based on management requests

Education, Skills, Experience

The CRM Data Analyst will have a minimum of 1 years of experience of working with data and have the education, skills and experience matching the framework below:

	Essential	Desirable
Education	<ul style="list-style-type: none"> • A-Levels or Vocational Qualification 	<ul style="list-style-type: none"> • Bachelor's Degree in marketing or business related subject
Skills	<ul style="list-style-type: none"> • Excel Skills – Intermediate/Advanced • Communication • Planning & Organisation • Logical Thinker • Analytical 	<ul style="list-style-type: none"> • Able to embrace positive change • Ability to understand complex ideas • Able to embrace feedback and learn
Experience	<ul style="list-style-type: none"> • 1 Year or Entry level considered with Marketing Qualification (e.g. BA Marketing Management) 	<ul style="list-style-type: none"> • 2 years of B2B marketing experience

To apply for this role please send your CV and covering letter through to recruitment@businesswisesolutions.co.uk