

CRM Analyst

VACANCY: CRM Analyst

LOCATION: Staveley, Chesterfield (open to UK wide location base)

ABOUT US:

AVK UK Limited is part of the AVK Group; market leaders in the design, manufacture and supply of valves, pipe fittings, hydrants and flow control equipment to the Water, Waste Water, Oil and Gas industries throughout the world.

We are currently recruiting for an experienced professional to join the business in supporting the drive in the use of CRM and apply your knowledge.

You will be pivotal in providing data analysis to improve the understanding of customer, competitors, sector, service, and product performance to optimize marketing and sales opportunities' streamlining processes, optimize operations, to help achieve our business goals.

Are you a strong communicator able to service and support your stakeholders, looking for your next career step to develop your skills with the possible future opportunity of leading your own team?

ABOUT THE ROLE:

Key responsibilities include, but are not limited to:

- Plan, develop, and implement CRM strategies to boost customer engagement, lifetime value, and revenue.
- Create and maintain standardize reports and dashboards to monitor KPIs and track business metrics.
- Enhance the effectiveness of the CRM system by ensuring data accuracy, providing user support, and identifying areas for improvement.
- Collate and build a comprehensive competitor log in CRM to include market pricing, product offer, key strategies, position, and view on financial health.
- Work closely with the marketing team, and relevant stakeholders, to create automated email campaigns with clear objectives and KPIs.
- Manage and maintain the CRM contact database, keeping it in date and relevant by AVK employees.
- Articulately and authoritatively prepare and present internal business and external results and analytics to key stakeholders.
- Design and deliver comprehensive localised training programs on Dynamics 365, ensuring effective knowledge transfer and user adoption.
- Implement modifications to CRM liaising UK CRM lead and with Group CRM to improve the quality of information available to the business.
- Create engaging training materials, including presentations, guides, and interactive exercises.
- Ensure the latest developments in Dynamics 365 applications and related technologies are in date.

ABOUT YOU:

- Bachelor's degree in Computer Science, Information Technology, Marketing or similar.
- +3 years' experience working with CRM systems.



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- Technical understanding of Dynamics 365, with proven experience supporting Dynamics CRM/D365 CE systems.
- Exposure to Power BI is desirable.
- A deep interest and strong ability in conducting data analysis.
- Good communication with the ability to negotiate and present insights to non-technical audiences at all levels.
- Excellent relationship management building skills.
- Excellent organisation, and time management skills.
- Results orientated with the ability to plan and deliver against project deadlines.

WHAT WE OFFER:

- A culture of shared values, goals, attitudes, and business growth
- Employee Assistance Programme (Welfare and Wellbeing)
- Competitive salary
- 33 days holiday (including statutory Public Holidays)
- Life Assurance plan (x3)
- Company pension plan
- Discounts and cashback across many high-street and online retailers (Supermarkets, Entertainment, Fashion, Days Out, Technology, Home, and Travel)
- A blend of training to help your career development.
- Hybrid working.

WORKING HOURS:

- 37.5 hours per week
 - Monday – Thursday 0815-1700
 - Friday 0830-1600

We know that our people are the most important asset to the AVK Group and we are looking for skilled, passionate and driven professionals to work with our inspirational leaders; to promote our culture, enable change and champion a lean environment.

APPLY NOW - Please send your up-to-date CV to careers@avkuk.co.uk

