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Business Intelligence & CRM Manager

Department: **BI & CRM**
Reports to: **Marketing Manager**
Date: **1 July 2019**
Direct reports: **2**

Job Summary

This supervisory role within a busy BI team, which sits within the International marketing department, will be particularly focussed on the use, management and reporting of key metrics and non-US administration of the CRM platform.

Job Purpose

- To build and develop a strong reporting and data analytics function within the London office to support the entire International division
- To work with the US Information Systems team to ensure that data within CRM is refreshed regularly, and that the platform functionally meets the needs of the International division
- To efficiently prioritise and manage the BI team's workload, communicating with internal stakeholders in a timely and appropriate manner, whilst also supporting and motivating direct reports

Responsibilities

- Management and development responsibility for the Business Intelligence Research and Data Analysts
- Scope and report on the delivery of International department KPIs
- Working with the US BI team to collaborate ideas and projects.
- Provide support to management and all departments in the creation of views/dashboards that meet their specific reporting requirements
- Develop and build workflows and reports/views for use by management and the Customer Success team to show customer progress through each stage of the sales/implementation/renewal cycle
- Coordinating with and representing US teams on CRM and Business Intelligence matters
- Develop and promote CRM training resources for use by all non-US staff
- Overall managements of competitor, lead and market intelligence strategy
- Third-party/stakeholder management of data providers and other relevant agencies.

Requirements

- Strong organisational, time and people management skills, and a proven ability to plan, organize and report key metrics.
- Excellent computer and analytical skills with thorough knowledge of programs such as MS Word, Excel, Access and PowerPoint. Database/CRM (preferably MS Dynamics) and data visualization (e.g. Tableau) experience is desired.
- Driven to succeed and highly capable of prioritising / managing workload to meet milestones and deadlines; strong time management skills.
- Excellent problem-solving skills and ability to develop new approaches / solutions to achieve targets.
- Communication skills – written and oral. Including skills in data visualization and presentation of insights to a range of internal customers with different levels of understanding and data literacy
- High level of curiosity and a restless enquiring mind.
- Relationship management – great relationship building skills
- Customer focus – both external and internal
- Attention to detail and accuracy – desire to produce quality information and insight. Striving for continual improvement

- Driven and ambitious to further own career and the reputation of the team – evidence of self-development and developing subordinates
- Commercial acumen in the context of the role – understanding what is material and what isn't
- Prioritization and time management skills, ability to work under pressure from competing priorities and customers
- Collaborative
- Highly numerate

Education & Experience

Ideally a marketing or business degree. At least 2 years' management experience of a data team within a marketing environment. Familiarity with the education sector (especially Key Stages 2-4), would be useful, although not essential. The role requires self-motivation and the ability to work unsupervised and to tight deadlines.

Renaissance Mission

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