

Job Description	
Job title: CRM Administrator	Reports to: Digital Platforms Manager
Division: External Relations	
<p>Role purpose: Reporting to the Digital Platforms Manager, you will be supporting all CRM Activity within Committees, Membership, Ex. Relations, Events and Finance teams and wider business by providing technical and reporting support for the firm's CRM system, Microsoft Dynamics.</p> <p>You will help deliver a continuous improvement and enhancement programme for CRM that meets key business goals. You will work with Events, marketing and business stakeholders to identify initiatives, define requirements, prioritise, test and deliver on projects that maximize value from Dynamics 365 and our email-marketing platform.</p> <p>You will provide first-line support for CRM related needs and enquiries from business users, which may involve you liaising with and managing third-party technical support as required. You will be expected to identify solutions and implement or recommend actions as needed.</p> <p>As part of the Digital Team you will get directly involved in related projects, including integration with our CMS and front-end websites, marketing automation strategy and data capture strategies via all digital channels.</p> <p>You will work closely with the Marketing teams on data performance, quality and support the Digital Team to ensure compliance with relevant data protection regulations globally.</p>	

Key accountabilities	Key activities / Decision areas
Membership	<ul style="list-style-type: none"> • Provide CRM support to the Head of Membership on data-related tasks, which includes quality of the overall membership database, key rep lists, committee reports, membership directory, membership newsletters, annual board-related performance review and membership-related bounce back report. • Review quality and accuracy of each report before distribution.
Events	<ul style="list-style-type: none"> • Support the CRM Manager on all events-related CRM support, including events database quality, size and effectiveness for Marketing department purposes.
Reporting, including Finance	<ul style="list-style-type: none"> • Create and update reports for different stakeholders within AFME. • Support Credit control efforts with CRM and Finance teams.
Marketing/ Communications	<ul style="list-style-type: none"> • Support efforts for improved data segmentation and targeting for creation of Marketing lists.
Data Quality and General	<ul style="list-style-type: none"> • Maintain and champion data quality within CRM system. • Devise best practices, communicate to business and enforce standards. • Look for opportunities to automate manual processes. • Support any ongoing or new projects within the Digital Platforms Team. • Creation and updating of Views and Dashboards. • Work to identify improvements to the system with a view to streamline membership processes. • Champion the use of CRM amongst colleagues as a main point for storing data.

Main contacts (external and internal)		
Contact group	Frequency	Purpose
External Relations Team	•Daily	• Ensure close collaboration with AFME stakeholders.
Membership Team	• Daily	• Ensure close collaboration with AFME.
CRM Service Providers	• As required	• Collaborate with the CRM supplier.
Website service providers	• As required	• Collaborate with the website supplier.
EAs	• As required	• Ensure close collaboration with AFME stakeholders.
Members	• As required	•Seek feedback from and improve communication with members as needed.

Person specification
<p>Key competencies</p> <p>Knowledge, skills and experience</p> <ul style="list-style-type: none"> • Good working knowledge of CRM systems, particularly MS Dynamics (2011, 2016 or Dynamics 365). • A minimum of 12 months in a dedicated CRM role, working with Microsoft Dynamics 365. • Previous experience in data management and structuring. • Good working knowledge of version control methods, system documentation, testing and delivery. <p>Essential:</p> <ul style="list-style-type: none"> • Self-starter, able to work efficiently to own timelines. • Excellent attention to detail. • Ability to manage multiple workstreams in parallel. • Quick learner with aptitude and passion for understanding technology and complex systems. • Excellent written and verbal communication skills. • Must demonstrate ability to communicate effectively at all levels of the organisation. <p>Desirable:</p> <ul style="list-style-type: none"> • Experience of a membership/trade association. • Experience of working with global cross-cultural teams. • Fluency in additional European language/s. • Working knowledge of Power-BI or Other business intelligence software.

About us

The Association for Financial Markets in Europe (AFME) represents a broad array of European and global participants in the wholesale financial markets. Its members comprise pan-EU and global banks as well as key regional banks, brokers, law firms, investors and other financial market participants. We advocate stable, competitive, sustainable European financial markets that support economic growth and benefit society.

AFME is the European member of the Global Financial Markets Association (GFMA), a global alliance with the Securities Industry and Financial Markets Association (SIFMA) in the US, and the Asia Securities Industry and Financial Markets Association (ASIFMA) in Asia.

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