

Position: CRM and Business Intelligence Manager (Business Development)
Organisation: PwC
Location: Singapore

Company Summary

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 228,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

Job Description

We now have an opportunity for an exceptional candidate to join our Business Development (BD) team. You will manage a small team who is responsible for our Client Relationship Management (CRM) and Business Intelligence (BI) tools that support strong client relationships and the business units' go-to-market activities.

Responsibilities

- Drive the optimisation of the firm's CRM and BI tools to provide insights to increase sales
- Manage the ongoing maintenance of the system; regulate change request and lead in system enhancements
- Provide guidance on usage and promote effective use of the respective tools by conducting training and sharing best practices
- Manage data quality assurance activities and work with key stakeholders to ensure data are up to date and relevant to the business
- Create analytics around client and opportunity data to help drive business opportunities
- Ability to enhance the rigour of sales management through use of data tools and reporting
- Support the development of dashboards that caters to end user requirements
- Manage mailings lists for client events and marketing campaigns

Job Requirements

- A minimum of 6 years of relevant experience preferably in the services industry
- Past CRM or other database implementation experience
- Knowledge of Salesforce, LinkedIn or B2B activities is a plus
- Proven project management and resource management skills
- Mature and able to manage numerous stakeholders across various levels
- Highly proficient in manipulating data and have strong analytical skills
- Meticulous, self-motivated and able to follow through and complete tasks on tight deadlines, including the flexibility to adjust and react to changing priorities
- Good written and verbal communication skills
- A good degree in any discipline

Application

To apply, please submit your detailed resume to PwC career portal at <https://krb-xjobs.brassring.com/TGWebHost/jobdetails.aspx?partnerid=30056&siteid=5939&AReq=19071BR>

Only shortlisted candidates will be contacted.