

Junior CRM Campaign Specialist

Are you looking for a new challenge in an inspiring environment? Do you want to be part of a young and passionate team? In this position, you are responsible for coordinating, maintaining and executing activities related to campaigns in CRM. This includes data-driven target group segmentation, marketing automation and measurement of campaign results.

Location: Zurich

Start date: As soon as possible

Your responsibilities

- You will be responsible for the coordination and management of all activities related to the execution of campaigns in CRM
- You are the expert and go-to-person for the data-driven target group segmentation
- You will be working closely together with the Digital Media Team to setup marketing automation use cases
- You will be responsible to report marketing KPIs and campaign results and to deliver ad hoc analysis
- You will support further development and optimization of data models
- As part of the CRM team you will ensure data quality and completeness along the campaign process

Your profile

- You have already gained some working experience, preferably in a CRM or Marketing role in the B2B environment
- You have basic skills with the usage of a CRM system and/or marketing automation tool
- You are passionate for data-driven marketing and want to become an expert in this field
- You bring profound skills with Excel (formulas, macros, Pivot tables)
- You show a self-driven and independent working attitude
- You have a proactive mindset and a task-oriented personality with a high willingness to fulfill customer needs
- You are fluent in German and/or English, French is definitely an asset
- You have a commercial education (preferably a Bachelor's Degree or Höhere Fachschule)

Your future team

Become a part of a highly qualified, dynamic and innovative team in an international environment. Are you a passionate person, eager to learn and resilient under tight deadlines? Get the opportunity to develop yourself and support our CRM team.

Contact

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We look forward to receiving your application via www.kpmg.ch/job