



CRM Manager

BRUSSEL

External Description

CRM Manager

Goal

bpost is always on the move. We create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, with interesting job opportunities and training programs for every employee.

Mission

We are seeking a talented and experienced CRM Manager to join our team. The ideal candidate will have a strong background in CRM strategy and execution, with a particular focus on MS Dynamics. If you are a strategic thinker with a passion for CRM and expertise in MS Dynamics, we encourage you to apply for this exciting opportunity to join our team and make a meaningful impact on our business success.

About the job

Your main duties will include:

1. **CRM Strategy Development:** Collaborate with key stakeholders to develop and implement comprehensive CRM strategies aligned with business objectives.
2. **MS Dynamics Expertise:** Serve as the primary point of contact for all matters related to MS Dynamics CRM. Utilize deep knowledge and experience with MS Dynamics to optimize system performance and ensure alignment with organizational needs.
3. **Execution and Implementation:** Oversee the execution of CRM initiatives, ensuring seamless integration with existing systems and processes. Lead the implementation of MS Dynamics CRM solutions, including customization, configuration, and data migration.
4. **Data Management:** Take ownership of CRM data integrity and cleanliness. Develop and implement data governance policies and procedures to maintain high-quality data and

drive actionable insights.

5. **User Training and Support:** Provide training and support to end-users on CRM tools and processes. Act as a subject matter expert, addressing user inquiries and troubleshooting issues as they arise.
6. **Performance Analysis:** Monitor and analyze CRM performance metrics, identifying areas for improvement and implementing optimization strategies to enhance effectiveness and efficiency.
7. **Collaboration:** Work closely with cross-functional teams, including sales, marketing, and customer service, to align CRM initiatives with departmental goals and foster a culture of collaboration and accountability.
8. **Continuous Improvement:** Stay abreast of industry trends and best practices in CRM technology and methodology. Proactively identify opportunities for process improvement and innovation.

Your profile

Required Skills and Qualifications:

- Bachelor's degree in business administration, marketing, or a related field. Advanced degree preferred.
- Proven experience in CRM strategy development and execution.
- Extensive knowledge and hands-on experience with MS Dynamics CRM.
- Strong project management skills, with the ability to prioritize and manage multiple initiatives simultaneously.
- Excellent communication and interpersonal skills, with the ability to effectively collaborate with stakeholders at all levels of the organization.
- Analytical mindset with a focus on data-driven decision-making.
- Demonstrated ability to thrive in a fast-paced, dynamic environment.
- Relevant certifications in CRM systems and methodologies are a plus.
- Language Skills: Proficiency in English, Dutch and French is essential, enabling effective communication with a diverse range of clients and stakeholders.

Why bpost ?

Like many other companies, we offer a nice benefits package in addition to the monthly salary, including meal vouchers, hospitalization insurance, group insurance, 20 days of leave and 7 extra days of statutory leave, a thirteenth month, double holiday pay and many benefits with more than

100 bpost partners.

This is what really sets us apart:

Decisions are made here in Belgium. At the same time, you will be part of an International group, thanks to our many activities in Europe and Asia.

You will find yourself in a company in full change. Admittedly, this creates some complexity, but above all lots of challenges and innovative projects.

The atmosphere, the collegiality and the friendly bpost culture is unique. And we will prove it.

You can focus 100% on your job, with optimal support from all our internal services.

As an international provider of parcel logistics and e-commerce services, we create real connections between millions of people, businesses and communities. Our team of more than 36.000 employees is our greatest asset in this history. Through them, we continue to play a key role in our ever-changing society.