



ASTON MARTIN



CRM & Data Science Specialist Europe (M/W/DIV)

Aston Martin is built upon the passion, skill and creativity of the people who dedicate their working lives to the most iconic brand in the world. Every intricate stitch, beautifully expressed line, and the stirring noise of our engines is a manifestation of the desire and collective spirit to create the most beautiful cars: the soul of Aston Martin made real.

Job Purpose: Full responsibility for all CRM data, campaigns, processes and KPI management. Creating and implementing comprehensive customer journey by coordinating regular prospect & customer contact plans to improve sales conversion, customer retention, customer engagement experience leading to accurate ROI analysis

Key Responsibilities & Tasks:

- Develop and continually improve process to influence prospect acquisition, sales conversion, customer loyalty, client segmentation, KPI reporting and ROI evaluation
- Create and adhere to Aston Martin customer journey and contact plans in line with the defined business strategy
- Engage with the EU regional Team plus internal central functions to create meaningful marketing campaigns
- Consult with central IT resources to deliver automation and integration with DMS where appropriate
- Consultant the key deliverables of the customer experience and the ideal contact plan (Marketing, Customer Care, Experiences Team, CSI, Aftersales etc.)
- Responsible for customer data accuracy and cleansing processes (supported by central IT)

Qualification & Experience:

- Bachelor's or master's degree (or similar) in marketing or equivalent business degree
- Fluency in German, English and other foreign languages desirable
- Previous knowledge and experience of running CRM or contact plan programmes within the luxury and / or retail sales sector
- Working knowledge of marketing best practices
- Previous experience of liaising with agencies & third parties
- The capability and commercial awareness to identify opportunities to improve KPI data
- Analytical and reporting skills to measure business impact of the Contact Plan and Marketing processes (ROI)
- Proven project management & cross functional skills
- Analytical approach to problem solving
- Excellent attention to detail
- A passion for customers and the brand Aston Martin

Package

- Become part of the team that will build Aston Martin Germany
- An attractive salary
- Location Stuttgart area
- Company pension scheme
- Company performance bonus scheme
- A highly motivated and qualified team
- ... and much more

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We look forward to receiving your application at astonmartin@humanexx.de