

CRM Analyst

Horse Racing Ireland (HRI) is a commercial semi-state body whose mission is to develop and promote Ireland as a world centre of excellence for horse racing and breeding. Our people and their passion for what they do is at the heart of our core values.

Core Values: Respect, Ambition, Empowerment, Excellence, Integrity, Pride & Passion.

Competencies: Customer Focus, Developing Self, Energy & Pace, Innovation & Change, Leadership, Team.

Job Title:	CRM Analyst
Reporting to:	CRM & Insights Manager
Contract Type:	Full-time, Permanent

Clark Recruitment will be managing all aspects of this recruitment project on behalf of HRI. All enquiries relating to this role should be directed to the Clark Recruitment by email to hricareers@clark.ie or by telephone on **+353 (45) 881888**.

We are currently recruiting for an experienced **CRM Analyst** to join Horse Racing Ireland (HRI) to work across the Ownership, Marketing & Business Development Departments.

This is an exciting new role and the successful applicant will be responsible for building and developing our CRM infrastructures and ensuring best practices are followed at all times.

Key Responsibilities:

- Set up and manage a system for lead capture, progression and revenue conversion for a new business development team using Microsoft Dynamics
- Develop a CRM activities plan for both B2C and B2B businesses in order to build customer loyalty, drive attendance and ultimately higher ownership rates
- Work with the team to deliver the ownership CRM strategy driving engagement and improving the customer experience with an emphasis on developing the customer journey and loyalty
- Leverage the ownership CRM system to develop, implement and analyse digital and traditional marketing campaigns in line with HRI and ownership strategy
- Deliver key reports, insights and recommendations based on our extensive ticketing database leading to enhanced customer segmentation and pricing strategies
- Help deliver focused marketing campaigns within budget to grow awareness, encourage engagement and consideration based on insights from CRM data
- Deliver customer and owner insights by performing data analyses and post activity evaluations
- Track KPIs and performance against targets
- Liaise with all relevant stakeholders as required – internal teams, racecourses, AIR etc always being mindful of the owner and racegoer as the customer and having customer needs at the forefront of all activities
- Build sustainable relationships internally and externally through open and interactive communications
- Be a key CRM point of contact internally with users, and externally with our implementation partner
- Deliver on-boarding and refresh training on CRM processes to users
- Identify, recommend, and implement quality and efficiency improvements to HRI's CRM & ticketing processes.

Skills and Experience:

- A relevant third level qualification in marketing, mathematics, statistics, economics, computer science or other related fields
- 5 years user & configuration experience using Microsoft Dynamics CRM 365 (preferred), Salesforce or other CRM platform
- Commercially mindful, with an understanding how IT, applications, and data facilitates achievement of sales, marketing, and customer service user objectives
- Ability to identify and share best practice throughout the business
- Strong analytical, report creation and insight delivery skills
- Proven experience influencing key stakeholders across the business
- Ability to multi-task and prioritise
- Process and data driven
- Good understanding of GDPR rules
- Strong passion for and understanding of social media and relevant practical experience of day to day implementation in role
- An understanding of and an interest in the racing industry
- Excellent communication and interpersonal skills along with first rate organisational and administrative skills and excellent attention to detail
- Fully proficient with Microsoft Office applications and strong on the use of systems/databases.
- As racing is a seven-day business, flexibility in relation to working hours is required.

HRI is an equal opportunities employer.

Interview candidates will be provided with any necessary reasonable accommodations when called for interview.

HRI Competencies

HRI core competencies define what the company does best and how it expects work to be accomplished

Customer Focus

- Knows who the customer is
- Always interacts professionally with the customer and adapts own manner to suit individual customer needs
- Takes pride in delivering a high-quality service

Developing Self

- Actively seeks to develop by seeking feedback to gain insights for required improvement and proactively identifies skills gaps
- Develops self-awareness through being curious, listening and sharing with colleagues
- Uses internal opportunities to learn about wider organisation along with knowledge of own role

Energy & Pace

- Approaches every activity with a desire for success and a 'can do' attitude

- Understands own goals and objectives and how these impact wider department objectives
- Displays an understanding of the importance of deadlines and an ability to meet same, striving to surpass expectations while maintaining high standards for attention to detail and adhering to company procedures

Innovation & Change

- Brings potential solutions rather than problems to manager/colleagues
- Considers all activities to be worthy of review for effectiveness and efficiency of process
- Adjusts positively to changing tasks or new responsibilities when needed and is comfortable with new technologies

Leadership

- Focuses on individual accountability in roles and takes responsibility for the successful completion of own tasks
- Shows initiative and energy to get things done
- Is creative in approach and can think outside the box in terms of problem solving

Team

- Builds relationships with team members and stakeholders
- Shares knowledge with others and is open to learning from other colleagues
- Illustrates willingness to help others and is approachable