

VOLKSWAGEN FINANCIAL SERVICES

THE KEY TO MOBILITY

Vacancy: CRM Specialist

Background:

Volkswagen Financial Services AG is the largest automobile financial services provider in Europe. Our central task is to promote sales for the Volkswagen Group and its brands. The products and services of Volkswagen Bank GmbH and Volkswagen Financial Services range from the financing of new and used vehicles of all the Group's brands to dealer financing.

Job Description:

This is an opportunity to join a dynamic team responsible for the growth and development of all VWFSI product, volume and profitability lines. VWFSI is the market leader in providing innovative automotive services and products, focusing exclusively on Volkswagen Group Brands (Volkswagen, Audi, SEAT, ŠKODA and Volkswagen Commercial Vehicles).

The CRM Specialist will be responsible for developing and maintaining all VWFSI loyalty and renewal programmes ensuring integration within the Volkswagen Group Ireland Brands and Dealer network.

Key Responsibilities:

- This role will have daily responsibility for the maintenance, administration and reporting of lead conversions via the VWFSI Salesforce CRM application. As a key user, this role will provide business expertise to future developments within the VWFSI Salesforce CRM application. The role will provide support and guidance to other internal and external users of the VWFSI Salesforce CRM application.
- Collaborate with the Brand and Development team, Sales team, and other key internal stakeholders to deliver a CRM infrastructure and strategy that meets both Brand and Dealer requirements.
- Support the commercial relationship with all key CRM stakeholders, including the Volkswagen Group Ireland Brands providing input to Brand and Development Management.
- Responsibility for driving and delivering the VWFSI Finance renewals programme, ensuring that it delivers agreed customer retention targets through a personalised customer communication process and Dealer engagement programme.
- Provide monthly CRM and renewal performance updates to all key internal stakeholders, including Brand Management and the International CRM Team.

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- Review and develop touchpoints along the VWFSI customer journey to maximise customer loyalty and customer satisfaction ambitions. This includes but is not limited to delivering Direct Mail actions via customer segmentation, creative input and conversion analysis.
- Evaluate all appropriate CRM marketing activities against KPIs to determine success levels and any further actions required as a result.
- Ensure that all customer marketing communications are compliant.

Key Role Requirements:

- Degree in Business/Marketing (or related discipline) is required.
- Minimum of three years' experience in a financial services industry and business processes role preferred
- Significant experience with Microsoft Office (particularly Microsoft Excel)
- Knowledge of Salesforce CRM platform is required
- A strong understanding of automotive financial services practices including customer experience processes, contract management and in-life reporting infrastructure
- Database Segmentation and Lead Generation Experience
- Well organised and be able to work to strict deadlines
- Analytical and systematic working style, with a strong attention to detail
- Strong numeracy skills
- Knowledge of customer marketing permissions (GDPR)
- Team player and excellent communication skills are a necessity
- Ability to use own initiative
- Customer focused and achievement orientated
- Fluent written and spoken English

Terms & Conditions:

This is a full time permanent position. A competitive remuneration package commensurate with experience and qualification level will be offered to the successful candidate.

How to Apply:

Please apply by emailing a CV and a short cover letter to careersdublin@vwfs.com

Closing date for receipt of applications is COB on 20th February 2019.