

CRM Specialist BeNeLux

Introduction

We are looking for a CRM Integrity Specialist!

About Selecta

Selecta Nederland is part of the Selecta Group. In Europe we are the market leader in the field of food and drink, 24/7, unmanned. Spread over 16 countries, we serve 12 million consumers every day with our unmanned F&B concepts. Within a rapidly changing market, we deliver customized facility food and drink solutions for our customers. We do this together with Starbucks, Albert Heijn to go, Lavazza and of course our own brand Pelican Rouge!

About the job

In order to accelerate and manage our growth plans, we have recently launched the D365 CRM system across our 16 European markets. This has already resulted in us raising the bar on the transparency of how we manage our business, deal with our clients and improve the quality of our understanding of their needs.


Selecta lives and breathes this CRM system every single day and is a key driver of how we are making business, people and solutions decisions.

You will be drive assessments in areas such as our teams' activities, and what that actually means in terms of managing our clients effectively. You will understand how we propose client opportunities more efficiently and drive action to improve these. You will create dashboards to enable the business to make quick, accurate and data enabled analytical decisions.

In addition you will be responsible for:

- You will be responsible for CRM data analytics, reports and queries. You have a bias to be naturally curious and inspect what to expect.
- You will also steer the group and the countries to high performance on opportunity conversion rates.
- Responsible for the achievement of the set targets. Bringing together all the data points (associates activities, Joy Needs Analysis completion, CBIs, contract mgmt) to drive decision making is key.

This is a critical deliverable area for this role.

- Developing, monitoring and evaluating key performance indicators and providing the daily dashboard to analyse those. Creating any ad hoc CRM Power BI reports needed.
 - Maintaining and improving the CRM platform.
 - Be the European point of contact for devising training for all CRM users.
 - Analysing the pipeline and opportunities in each stage of CRM.
- 
- A decorative graphic at the bottom of the page consisting of a thick, wavy line that transitions from a teal color on the left to a dark purple color on the right.

- Drive synergies and raise the bar on CRM usage, accuracy and relevance across all 16 countries.

About you

We live in a fast paced world with changing needs, so culture fit is critical to our success - our associates are the backbone of our business. We look for individuals who embrace our core values: Client focus and our 'what else' mindset. We want champions that enjoys overachievement. Upbeat (energetic & hungry to succeed) Dynamic (adaptable & 'out-of-the-box thinking') & Human (authentic and personable).

You will also need:

- Degree in higher education with a strong command of numbers and analysing data.
- Professional experience in the CRM environment is a must, as is experience in Power BI management.
- Project management experience is an advantage as is very good knowledge of MS Office
- Professional command of English language is a must, experience of other languages is an advantage (French, German, Spanish, Italian).

Selecta offers

- A competitive salary
- An annual bonus;
- 8% holiday allowance;
- 25 holiday leave;
- Phone/Laptop;
- Travel allowance;
- Well arranged pension.

Interested?

Are you interested and do you meet the profile? Then we look forward to receiving your application, with an up-to-date CV + a specific motivation. For questions about this vacancy, please contact Kyra de Vries HR Business Partner at +316-20413276 / kyra.devries@selecta.com.

