

# **Work Experience Available**

## **Business placement available in CRM Team (10-12 weeks' duration, unpaid)**

### **Business area**

Group Data & Web Team

### **Manager**

Group CRM Manager

### **Purpose**

The purpose of the placement is to allow the placement holder to gain business experience through supporting the Group CRM manager in re-defining business processes in relation to the capture, management and use of data within the organisation. This placement is available in the context of a strategic initiative to drive an improvement in the quality of client and prospect data and in the cross-company usage of data

### **Placement content**

1. Working closely with the CRM Manager to document processes relating to Data Quality, including the use of data for lead generation and cross sales in the business, based on joint meetings and discussions with a variety of stakeholders within the business, including marketing, operational and sales.
2. Assisting the CRM Manager in documenting other outcomes from meetings held with stakeholders
3. Helping schedule and arrange meetings with all stakeholders
4. Analysing and reporting on data relevant to the Data Quality initiative
5. Assisting with the presentation of information for use in internal communications about the Data Quality initiative

### **Placement holder requirements**

1. Completed at least 3 years of degree level study in a related subject area
2. Competent user of Excel, Word and Power Point
3. Ability to use Microsoft Outlook
4. An interest in and understanding of management systems, business processes and project management
5. Professional attitude and strong work ethic
6. Effective communication skills individually or in group settings
7. Collaborative team player