



CR/158290 | CRM Administrator (FX)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1506621

Industry

Bank, Trust Bank

Job Type

Contract

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

November 26th, 2024 11:08

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Company and Job Overview

Our client is an award winning, rapidly expanding, licensed Multi-Asset CFD Broker is seeking a driven and dynamic CRM Administrator to join their expert team based in Kuala Lumpur.

Job Responsibilities

- Manage and improve the CRM system to ensure effective data capture, processing, and utilization in line with business objectives.
- Continuously enhance the CRM infrastructure to support sales and marketing efforts.
- Maintain database accuracy and integrity, implementing data segmentation to enhance targeted marketing initiatives.
- Create and implement personalized campaigns based on customer behavior, preferences, and lifecycle stages.

- Analyze customer data to identify trends and provide actionable insights for sales and marketing improvements.
- Collaborate with marketing, sales, and customer support teams to develop cohesive strategies that enhance engagement and retention.
- Oversee and execute multi-channel campaigns (email, push notifications, in-app messaging) to effectively reach the target audience.

Job Requirements

- At least 2 years of experience in CRM management within the financial services or Forex industries.
- Proficiency in CRM systems, with experience in financial and Forex-focused CRM platforms.
- Previous experience in the FX industry is essential.
- Familiarity with FXBO CRM is advantageous.
- Excellent written and verbal communication skills in English.
- Strong problem-solving skills and data-oriented mindset.
- Proactive, self-driven, and excellent analytical skills.

Benefits

- Competitive salary.
- Opportunity to work in a global, fast-growing organization.
- Friendly, supportive, and professional team.
- Multicultural and diverse environment.
- Full-time employment.
- Annual leave: 17 days in the first year.
- Competitive allowances.
- Medical insurance.

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Company Description