



## CR/158290 | CRM Administrator (FX)

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1512062

**Industry**

Bank, Trust Bank

**Job Type**

Contract

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

January 22nd, 2025 04:00

### 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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#stateKualaLumpur

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#### Company Description