la prairie group

La Prairie is the leader in luxury skincare, present in 90 countries around the world. Synonymous not only with luxury, the La Prairie name evokes innovation, performance, high-touch service and Swissness — the purity, precision and excellence inherent to the extraordinary land that saw the brand's inception in 1978. La Prairie endeavors to fulfill a quest for timeless beauty through the highest standards of advanced technology combined with exquisite formulations and elegant packaging — elevating science to art.

For our CRM team based at our headquarters in Volketswil, we are looking for a

Global CRM Analyst

The Global CRM Analyst contributes to the development of client knowledge and understanding across channels and markets/regions and provide all the reports, studies, analytics and insights to support the CRM Strategy development and performance monitoring.

Your Responsibilities

- You provide CRM reports, dashboards and analytics regarding CRM performance and activities (e.g. CRM KPI, data capture)
- You develop and set-up new CRM reports and dashboards to monitor the CRM performance globally
- You run client studies and prepare the client study briefing relying on datamining
- You act as a business project manager for reporting and datamining IT solution development and implementation in close collaboration with IT teams
- You train and support the regional/local teams regarding reporting solutions usage
- You provide reports and analytics regarding Omni channel global CRM activation campaigns and implement control group methodology in close collaboration with regional/local CRM teams

Qualifications

- You hold a University or Business school degree with a major in statistics or equivalent
- You have minimum 4 years of professional experience in CRM analytics in an international environment, preferably in retail or for a luxury/fashion/beauty brand
- It is of great advantage to have SQL skills
- You possess strong experience in CRM reports development and in client studies, datamining and analytics
- You are passionate about data, figures and insights
- You are able to make numbers meaningful from a strategic or operational perspective
- Your English is fluent, any other language is an advantage

Starting date
As soon as possible

Location
CH-8604 Volketswil, Zürich

Interested
If you are interested in this exciting opportunity, please send your application to:
Mrs. Weiji Stocker-Phung / application@LaPrairieGroup.ch /Ref.: CRM Analyst
www.laprairiegroup.ch

By submitting your application, you confirm that you have read and accepted our Privacy Notice
http://www.laprairiegroup.ch/privacynotice-CH-en.pdf