**Business Intelligence and CRM Leader – UK, Ireland & Export**

Full time / Permanent

Based near Towcester

Vetoquinol UK, the 8th largest animal healthcare company in the world, have an exciting opportunity for a full time, permanent BI & CRM Leader to join our team at our offices near Towcester, Northants.

The BI & CRM Leader will provide insights and aid in business decision-making. They will be responsible for making the CRM platform aligned with local business needs and will ensure the platform harmonization between affiliates. The Leader will plan projects to produce reports and perform meaningful quantitative as well as qualitative analyses addressing impactful business issues or questions. They will also be the leader to guide the affiliate and the wider organisation to a data-driven approach and to adopt the analytics value chain.

The main duties of the role will be to:

* Be proactive and proposes solutions, advise and support the different development projects, for all the teams in the subsidiary, for CRM, BI, Data and Analysis topics.
* Actively participate in both the Management Team and the Commercial Management Team to provide qualitative input to help steer the affiliate in the right direction and to find ways to improve our business and our people.
* Follow the guidelines and roadmaps provided by BA BI&IT, to maintain and develop the CRM platform, including the integration of new data sources developed by Group IT, such as Master Data and future central databases.
* Ensure that all relevant account/contact data is available and that all relevant functionalities are up-and-running. Keep looking pro-actively for improvements and opportunities in efficiency, for instance on sales and business processes, marketing campaigns etc.
* Supervise the consistency of customer data between the CRM and the ERP.
* Starts and supervises the creation and implementation of tools, KPIs, and processes, to match the identified internal needs, aligned with the Business Excellence in Motion group, including S&T, Sales force activities, Product launches, Key Accounts analysis etc.
* In close collaboration with the BI Analyst and BI Tech, and with the Group IT: determine which data to collect, how to collect and when to collect (all in line with GDPR requirements). Make sure this data is processed in the applicable systems (OLAP cube, CRM, ERP) and safeguard the high quality of the data by means of KPI’s.
* Be the frontrunner in the evolution from reporting (what happened) to analyses (why did it happen) to forward looking, to be incorporated in the decision-making process and to ultimately support strategy and tactics.
* Be a functional leader and exemplary in their position as well as in the respect of local managerial processes, responsible for setting up functional strategy and support, share and enforce functional targets, and encourage initiatives.

The successful candidate will have expert knowledge in Microsoft and CRM systems with previous experience in a similar role, including designing and devising analytics, high-level functional designs, ETL data mapping specification designs, data feed specifications and data analysis. Knowledge in commercial data management is essential. The ideal candidate will have at least two years’ experience of leading, managing and coaching a team.

In return, we offer competitive salary with bonus, with a wide range of benefits such as health insurance, product allowance, profit bonus, enhanced annual & paid leave, private pension, and more.

To apply for this exciting opportunity, please send your CV with a covering letter detailing your salary expectations and availability for interview to [UK\_humanresources@vetoquinol.com](mailto:UK_humanresources@vetoquinol.com)