

BMW GROUP



ROLLS-ROYCE
MOTOR CARS LTD



GREAT COMMUNICATORS SPREAD ENTHUSIASM. SHARE YOUR PASSION.

At BMW, everyone has a role to play in shaping the next chapters in our pioneering story. So whether you're passionate about analysing insights and data, developing new marketing strategies or creating innovative campaigns that capture our unique brand spirit, you're sure to find an exciting challenge with us. Fostering a culture where everyone feels empowered, rewarded and supported is the driving force behind our success. So join us in changing the way the world moves for good.

CIM Analytics Expert (f/m/x)

We at the Customer Interaction Team for the Region Europe are striving for new opportunities in improving our interactions with our prospects and customers all over Europe by utilizing up to date and data-driven technologies and platforms. We are shaping the future Campaign Management & Analytics team, which is responsible to support & consult concerning 1:1 customer interaction activities, by steering a common data strategy and data intelligence and by ensuring campaign workflows among all the different stakeholders. We actively embrace diversity, provide a sneaker-friendly atmosphere and are offering a brand-new European approach.

What awaits you?

- You will operate our current Campaign management system NSP across Europe and consolidate requirements towards Digital Core.
- You will ensure the consistent data flow and interface between the CRM systems and the European campaign management systems.
- You will fully leverage the potentials of the Adobe Campaign platform and steer campaign innovations implementation.
- You will harmonize campaign performance tracking and oversee 1:1 campaign performance.
- You will run multi campaign impact analysis and derive need for best practice scaling and harmonization across Europe.
- You will develop a 1:1 communication strategy based on data analytics insights across all business units (BMW, MINI, CS and CoDU) to fully leverage 1:1 communications potential.

What you should bring along?

- University degree in business administration, business analytics, computer science or related subjects, with a specialization in marketing, media or consumer research or any other similar qualification.
- At least 6 years of professional experience in data-driven analysis, modelling, optimization and automatization.
- Relevant practical experience in customer relationship management, customer experience management or digital marketing.
- Wide understanding of all customers, sales and marketing approaches and future trends and applications.
- Proven track record as Data Engineer with strong understanding of SQL, Adobe Campaign / Adobe Analytics, Salesforce, Excel.
- Business fluent in English, German would be a plus.

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Are you looking for an exciting challenge? Then join our team. We look forward to receiving your application.



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and Instagram [@bmwgroupcareers](#).