

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 Systems Specialist (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 CIM System team, responsible to operate CIM System and to oversee the IT-Landscape ensuring the quality of data, processes and prepare the background for the FSM transition. We actively embrace diversity, provide a sneaker-friendly atmosphere and are offering a brand-new European approach.

What awaits you?

- You will support the Market Customer Data Migration for TNR and manage the UAT Test Execution for CIM Domain
- You will operate our current CIM system landscape such as WHCRM (incl. ESO CRM), Carmen, MS Dynamic, Retail CRM, NSP to enable all customer processes in one or more markets.
- You will maintain customer data with focus on quality, enhancement, enrichment and harmonization across Europe.
- You will steer the quality of technical data processes E2E (interfaces within the whole IT-Landscape) in cooperation with the Digital Core and IT- expert (FG) in the Market.
- You will ensure the consistent data flow and interface between the CRM systems and local VM0/VM4 applications in the markets and the campaign management systems.
- You will support campaign-managers to get the right data for workflows to plan and operate 1:1 campaigns (definition of audiences).
- You will be responsible to steer the external leading agency for Business Intelligence and Analytics.

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 3 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.

Contact Person: Benedikt.Wortmann@bmw.de

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



More insights on LinkedIn [@BMW Group](#)
and Instagram [@bmwgroupcareers](#).