Oxbury ///

CRM Analyst
Reporting Line: Product Delivery Lead Role Level: Location: Chester office based

About Us

We are Oxbury: The only UK bank dedicated to British agriculture. Founded by farmers, bankers, and technologists, we have combined the worlds of financial services, technology, and agriculture to provide bespoke financial products to support the rural economy.

Our mission is to create and grow a sustainable, customer-focused, and innovative bank that supports and champions the financial health of the rural economy.

About the Role

The CRM Analyst is responsible for supporting the business in managing and optimising customer relationship management (CRM) processes and systems. This role works closely with Product Delivery Leads and cross-functional teams to ensure CRM strategies align with business objectives, drive operational efficiency, and support data-driven decision making. The CRM Analyst will help maintain accurate customer data, streamline business processes, and ensure the CRM system is used effectively across the organisation.

Role Responsibilities

- **CRM System Management:** Administer and optimise the CRM platform, ensuring it meets business needs and supports efficient business processes.
- **Customer Data Management:** Maintain accurate, up-to-date customer information and work with the Data Quality Manager to ensure data quality and appropriate segmentation.
- **Process Improvement:** Identify opportunities to improve CRM-related business processes, workflows, and customer journeys, recommending and implementing enhancements.
- **Reporting & Analytics:** Work with the MI team to generate reports and insights from CRM data to inform business decisions and track key performance indicators (KPIs).
- **User Training & Support:** Train and support staff in effective CRM system usage, developing guides and providing ongoing assistance.
- **Compliance:** Ensure CRM practices comply with relevant data privacy regulations (e.g., GDPR).
- **Stakeholder Collaboration:** Liaise with Product Delivery Leads and other stakeholders to align CRM activities with broader product and business strategies.

Skills / Experience

Essential
- Experience working implementing and administrating CRM systems.
- Strong understanding of customer data management and business process optimisation.
- Analytical skills with the ability to interpret data and generate actionable insights.
- Excellent communication and collaboration skills.
- Attention to detail and commitment to data accuracy.
- Ability to train and support users of varying technical abilities.
- Knowledge of data privacy regulations and compliance requirements.

Qualifications
- Degree or equivalent experience in Business, Information Systems, or related field.
- Previous experience in a CRM, business process, or customer engagement role preferred.

Key Relationships
- Product Delivery Leads
- Sales, Credit and Operations Team
- IT/Data Team
- Other relevant stakeholders

Interested in joining Oxbury?

Interested candidates should submit their CV and a brief covering letter outlining their experience in agriculture, any previous work experience and why they believe they are suitable for the role. To apply please click here.