

Employee Position Description

Thursday, March 09, 2023

Position Title	CRM Coordinator	
Team Unit	Marketing Operations – Data Services	
Location	Messe Frankfurt Middle East GmbH - Dubai Branch, United Arab Emirates	
<p>The purpose of a position description is to explain the primary reason why a position exists, its key focus and what it is expected to accomplish. In addition, it identifies the type of experience, skills and capabilities required to perform the role at a fully competent level.</p>		
Employee Role Purpose		
<p><i>The role of CRM Coordinator for Messe Frankfurt Middle East is to:</i></p> <p>Develop and manage to functionality of the CRM system</p>		
Key Organizational Relationships		
Line Manager	Head of Data Services	
Peers	None	
Direct Reports	None	
Indirect Reports	None	
External	Sales Logix, SAP and DBMS team (Frankfurt)	
Other	Data agencies eg. List brokers, visitor registration company etc.	
Key Accountabilities		
Primary Accountability	CRM system maintenance & reporting	
	<ul style="list-style-type: none"> Supervise and maintain the installation, configuration, and access rights of SalesLogix Manage and trouble shoot technical issues with team in Germany. Analyze and resolve SLX issues in a timely and accurate fashion as well as monitor data quality. Create, prioritize and update tickets to Frankfurt. Export and import (via Frankfurt) data for upload in SLX Supervise the input of data in SalesLogix, SAP CRM and DBMS from all qualified sources. Count and report extract as per team requirement. Support in quality audits by checking all inbound and outbound data, ensuring required standards are met. 	60%
Accountability 2	System development	
	<ul style="list-style-type: none"> Integrate new software such as DBMS and SAP CRM with SLX. Apply proven communication and problem-solving skills to guide and assist the user group on issues related to the design, development, Advise on solution design within the constructs of the business model to ensure continuity of the system's integrity over time, and implements agreed-upon 	30%

	solutions in a controlled manner. <ul style="list-style-type: none"> • Manage the deployment of CRM software critical to business operations. 	
Accountability 3	Training	
	<ul style="list-style-type: none"> • Train new staff in the use of SalesLogix, SAP CRM and provide continuous training to upgrade the skills of existing staff. 	10%
Scope		
Direct Reports	None	
Indirect Reports	None	
Budget	TBA	
Key Decisions	Routine system changes	
Key Recommendations	Additional system development	
Major Challenges		
<ul style="list-style-type: none"> • Demonstrating the importance of quality data to our organization • Stakeholder engagement internally 		
Person Specification		
The following list based on what is required to perform the role at a <u>fully competent level</u> (not those of the incumbent), indicating which requirements are essential and which are preferred (or desirable).		
Experience	Essential: <ul style="list-style-type: none"> • Minimum 4 year experience in database management • Exposure to customer data capture, management principles, and practices • Good stakeholder management experience • Experience in briefing and managing external development and/or third parties • Project management experience Preferred: <ul style="list-style-type: none"> • Exhibitions industry experience • Middle East experience • Third party data warehouse agency experience 	
Qualifications	Essential: Relevant tertiary qualification in a business, mathematics or technology related subject. Preferred: Specific industry qualification in database management	
Computer Skills	Essential: Microsoft Office products, Outlook	

Core Skills These are the attributes significant to the performance of the Employee which are to be observed and given feedback on during the mid-year and year-end reviews.	
Technical Skills	Essential: <ul style="list-style-type: none"> • Experience in analysing complex data using different query tools, including Sage and MS Standard Organizational Programs • Advanced Excel • High degree of numeracy • Excellent written & spoken English Preferred: <ul style="list-style-type: none"> • (Infor) Sales Logix, SAP CRM
Communication	People who have this capability give and get information in a way that promotes understanding and goal achievement, and communicate persuasively. <ul style="list-style-type: none"> • Confident – speaks so that others listen to their point of view • Tailors their style and approach to reflect the person and situation • Helps others express their views and develop their own ideas • Assertive - states what is or is not possible when faced with demands from others • Changes approach if the other person does not understand, or if communication is breaking down • Persuades by pointing out the benefits and appealing to logic. • Responds in a non-defensive way when attacked or asked about errors or oversights • Good business writing skills - able to draft freeform correspondence and reports
Customer Focus	People who have this capability think about things from the customer's point of view and act to provide external / internal customers with quality services and products. <ul style="list-style-type: none"> • Acts as a trusted adviser to key exhibitors and representatives of large visitor groups, and becomes involved in their decision-making processes • Gathers exhibitor & visitor feedback to continually assist in improving their experience
Innovation and Improvement	People who have this capability develop and implement improvements that transform the business. <ul style="list-style-type: none"> • Listens to and explores ideas suggested by others • Looks for ways to improve processes • Considers how proposed changes in one process may impact on other processes • Finds information about how others operate and establishes best practice for the work team or business unit • Generates ideas that lead to new opportunities or cost savings for the business unit or organization

Analysing & Problem Solving	<p>People who have this capability critically analyze situations and information in order to find effective ways to deal with issues and problems.</p> <ul style="list-style-type: none"> • Connects and applies theoretical insights to real-life situations • Objectively identifies strengths, weaknesses, opportunities, and threats associated with a specific scenario, or business activity • Finds effective ways to solve difficult problems or create business opportunities • Sees relationships between apparently unrelated factors
Planning and Organisation	<p>People who have this capability are well organized - they establish and monitor courses of action for themselves and/or others to ensure that objectives are achieved efficiently.</p> <ul style="list-style-type: none"> • Manages workload efficiently to produce required results within timeframe and budget • Actively monitors in work progress, and makes early adjustments to plans if there are problems • Identifies more critical and less critical activities, and maintains focus on priorities • Allocates appropriate time for work tasks, identifies dependencies, and develops timelines and milestones
Relationship Building	<p>People who have this capability enjoy others, place a high value on mutually positive working relationships, and act to create and sustain such relationships with a range of people.</p> <ul style="list-style-type: none"> • Able to converse comfortably and establish rapport with a wide range of people • Takes steps to establish and maintain trust and credibility with others • Seeks to work in partnership, in the best interests of other parties • Takes human failings into account - dealing patiently with difficult people • Takes appropriate steps to educate or up skill colleagues
Strategic Ability	<p>People who have this capability think beyond the immediate situation to consider their work and the business from a wider perspective.</p> <ul style="list-style-type: none"> • Recognises opportunities for future competitive advantage and how to position the exhibition to achieve such advantage • Demonstrates a sophisticated awareness of the impact of the world at large on our business. • Demonstrates an awareness of the economic, political, social and cultural implications of business decisions. • Assesses and links operational decisions in the light of longer-term consequences and strategic goals.
<p>General Performance Requirements These are competencies describing the abilities, motivations, and traits of the Employee. Like the core skills, the general competencies are to be observed and given feedback on during the performance reviews.</p>	
Professional Knowledge	<ul style="list-style-type: none"> • Has well-founded and acknowledged specialized and methodological

	<p>knowledge</p> <ul style="list-style-type: none"> Engages personally in further trainings in adjoining fields of activity
Change	<ul style="list-style-type: none"> Deals objectively with upcoming changes and accepts them Applies new procedures and processes to own field of activity Is interested in other cultures; is informed about other cultures and their particularities
Problem Solving	<ul style="list-style-type: none"> Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions Structures complex problems; plans systematically necessary working steps for himself and others Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively
Behavioral	<ul style="list-style-type: none"> Displays endurance and capacity for a past pace Assertive and has the ability to take charge of situations Follow policies, accept external controls and supervision and work within the rules Positive attitude regarding people and outcome Uses available information to make quick decisions Friendly, cooperative and agreeable Independent and self-reliant Able to think clearly and be objective in decision making
Social	<ul style="list-style-type: none"> Listens actively; delivers content and own opinion comprehensibly and clearly; inquires in case of uncertainties; is able to expose own position; has basic presentation skills Approaches other people actively; is able to integrate in existing teams; accepts different opinions Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise People oriented and participates with colleagues; sociable