

June 2022

Futuregrowth Asset Management is recruiting!

We have an exciting opportunity available for a Business Analyst in our CRM (Customer Relationship Management) team.

Futuregrowth is committed to transformation. A strong preference will be given to suitably qualified previously disadvantaged candidates.

Futuregrowth is committed to becoming a fully COVID-vaccinated company. A strong preference will be given to COVID-vaccinated candidates.

CRM Business Analyst

Are you passionate about CRM and Client Experience (CX), and are you seeking a rewarding career in fiduciary asset management? Do you have strong communication and interpersonal skills? Are you highly organised and adaptable, with a strong ethical base? Then this position might be for you.

Who is Futuregrowth?

Futuregrowth has been South Africa's leading Fixed Income manager for more than 20 years, with around R193 billion of client assets under management (as at 31 December 2021). We manage a range of fixed interest and development funds and play a leadership role in the asset management industry in South Africa. We are committed to investing our clients' funds in a responsible manner, with the interests of our clients always coming first. Futuregrowth is based in Cape Town.

Purpose of the position

The CRM Business Analyst (CRM BA) will provide business analysis expertise within the CRM team and assist in the support of the current Dynamics (on premise) CRM platform and users; assist in the migration to Dynamics 365 platform; and drive system, process and people centered enhancement initiatives in the CRM and CX (Client Experience) space.

The CRM BA will elicit, facilitate, synthesise and present a response to business problems and opportunities in the CRM and CX space. The CRM BA will also drive the design or review of applications, test cases and business processes. In addition, the CRM BA will have a strong understanding of project principles through vision, scope, acceptance and implementation and be in a position to deliver change in terms of these principles.

The CRM BA role will also help to enable and empower staff to become 'digitally fit' and to drive innovation across the organisation. The successful candidate will facilitate the change management processes required across the organisation and ensure that system and process changes are embedded in people centric change.

Key responsibilities of the position

1. Managing the implementation of CRM and CX related enhancements across system, process and people. This includes:
 - Proactively gathering feedback from users to gain a deep understanding of internal and external needs;
 - Translating stakeholder needs based on analysis of quantitative and qualitative information into deliverable and realistic features and improvements;
 - Overseeing or creating the design of solutions, defining how it will create value;

- Working with an Analyst Programmer to translate requirements into solutions;
 - Creating test cases and executing on testing required to sign off solutions; and
 - Managing the roll out of new solutions to the business.
2. Delivering CRM training to new and existing staff to optimise the use of CRM and implement best practice;
 3. Developing and implementing effective CRM system processes, policies and procedures to increase efficiencies;
 4. Monitoring and improving data quality through implementing data governance and maintenance measures;
 5. Optimising workflows for relationship management across the organisation using CRM;
 6. Creating dashboards and reports to extract insights, evaluate performance and inform strategy;
 7. Using CRM to assist in enabling a wide range of staff members to engage with clients and contacts;
 8. Identifying organisational strengths and weaknesses, and suggest areas for improvement;
 9. Analyse technical concepts and present them in simple terms to non-technical stakeholders;
 10. Planning, measuring and monitoring of own deliverables with an Agile mindset;
 11. Managing system changes effectively with consideration to users and leveraging change management principles; and
 12. Providing first line (business related) production support to users and handing over to the CRM Analyst Programmer for second line and technical support.

Knowledge and experience required

Skills, know-how and experience

- 5+ years of associated work experience;
- Experience in Financial Services or Asset Management would be an advantage;
- Excellent MS office skills including Visio and MS project;
- Microsoft DevOps skills would be an advantage;
- CRM Dynamics or Dynamic 365 experience would be an advantage;
- Strong visualisation skills using Visio or similar; and
- Process, systems and data modelling skills.

Technical/professional qualifications

- BComm - Information Systems or IT related degree; and
- FTI Business Analysis diploma.

Key behaviours and competencies

- Fostering collaboration and teamwork (including ability to work in a team);
- Gaining commitment (persuading, negotiating and mobilising others);
- Building and maintaining relationships with integrity;
- Communicating effectively (written, verbal and presentation skills);
- Attention to detail;
- Tolerance for ambiguity;

- Analytical thinking;
- Innovative thinking;
- Displaying drive and purpose;
- Resilience and adaptability;
- Excellent planning and organising skills;
- Ability to prioritise, meet deadlines and manage changing priorities; and
- Delivering results.

Recruitment process and closing dates

Selected candidates will need to attend at least three competency-based interviews, and a skills and psychometric assessment.

Contact details

Email: careers@futuregrowth.co.za