

**Role: Wealth Management**

**Location: Mumbai**

**Company Profile:**

We started operations in 2008, building a strong advisory practice as opposed to a commission-based model. By aligning our interests with our clients, we have earned the trust of more than 10,000 families and we advise them on more than USD 15 bn of assets under advice, distribution and custody. This makes IIFL Wealth & Asset Management India's largest private wealth management firm in terms of assets under advice (AuA).

We, at IIFL Wealth & Asset Management, always put people first. Our employees own 25% of the company, ensuring the mutual success of our clients and employees. We have been named the Employer of Choice, because of our work culture and ethics, which is why we have the fastest growing Relationship Managers team in the industry. And at 1%, we have the lowest attrition rate in the industry.

Headquartered in Mumbai, we have offices across the country in locations such as New Delhi, Bangalore, Chennai, Hyderabad, Kolkata, Pune, Goa, Ahmedabad, Baroda, Chandigarh, Jaipur, Ludhiana & Kanpur. Internationally, we are present in New York, Houston, London, Geneva, Mauritius, Dubai, Singapore & Hong Kong.

**Job Role: Marketing Campaign & CRM Analyst: Sr. Manager**

This team member is expected to: be a Senior Manager in the Marketing and Digital Team.

**Collate performance numbers across digital touchpoints and generate actionable intelligence:**

- Download reports from Google Analytics, Emailing systems (Netcore, send grid), Bit.ly, Survey Monkey,
- App platforms - Hubilo and other touch points
- Evaluate reports and create trends and efficacy of each touch point
- Identify patterns and recommend action(s): i.e. most efficient channels of engagement etc.
- Work closely with functional analyst to mark the impact areas and enable the pre and post scenarios

**Perform detailed CRM, ROI, Marketing activities effectiveness analysis:**

- Create use case scenarios and test cases for new projects, enhancements and CRs.
- Evaluate the detailed test cases created by the technology partner and suggest additions if any
- Mapping out gross Margin - GM1, GM2, GM3, basis different activity sets in the CRM database

**Job Requirements:**

Typical requirements/ experience:

- Should be an absolute rock-star in excel analysis (Non-Negotiable!)
- Should have worked 3- 5 years with experience of coordinating across multiple projects.
- Tech background not mandatory
- Experience on Web and Mobile platforms (preferred)
  - Running SQL Queries (experience preferred)
  - MS Access - coding (experience preferred)
  - Comfort with Power Pivot , Pivot Tables (Must)

**Typical Fit:** Senior Digital Marketing campaign analysts - Top rung agencies/ firms Or Senior Associate Consultant / Business Analyst Equivalent from Big 3 Strategy firms

*Open to people from diverse career backgrounds who clear the bar/ fit our work hard and fast culture!*