


BMW GROUP



INNOVATION IS IMAGINING WHAT NO ONE ELSE CAN.

SHARE YOUR PASSION.

E2E Reporting & Reverse Funnel Planning

C1-B-2 Marketing Services BMW & MINI – Governance & Market Care - Level V

Within our team we are shaping the Future of European Marketing Services, responsible to coordinate the interactions with the European markets, supporting them in overarching topics, providing data for the Customer Journey Management and being the interface to the Digital Core.

What awaits you?

- You will establish and supervise the E2E Marketing Dashboard (MD) and provide insights as SPOC to market CJM and Digital Core
- You will contribute to the development of the E2E MD together with Digital Core by introducing market requirements
- You will establish & further develop Reverse Funnel Planning (RFP) at market & European level by defining standard KPIs along sales funnel
- You will provide the annual target planning and quarterly forecasts
- You will identify deviations as basis for deriving marketing measures
- You will be responsible for training of market CJM for E2E MD & RFP
- You will be responsible for the data quality mgmt. of all the data sources across the Verticals (Media, DCDC, CIM) and further KPI (e. g. brand KPI)

What should you bring along?

- A customer-focused attitude combined with analytical skills
 - Relevant & broad practical experience in analytics, digital marketing & funnel management
 - Experience in working with IT developers and external consultancy (e.g. Accenture, Deloitte, ..) in particular in business analyses, writing user stories for the development of dashboards
 - Knowledge in agency steering
 - Wide understanding of all customers, sales and marketing approaches and future trends and applications
 - Minimum 5 years of relevant experience
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- Studies in business administration, business analytics, computer science, with a specialization in marketing, consumer research.
 - Open and curious mind eager to learn and to play in a team.
 - Languages: English fluent, other languages desirable

Interested in this position?

Please send your application to Patricia Maris (PL-42-BE) via patricia.maris@bmw.be



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