

Global CRM Insight Analyst – Business Development & Marketing (Dubai)

Job purpose

Clyde & Co is one of the fastest growing law firms in the world. As part of our growth strategy we are looking for a Global CRM Insight Analyst to create the firm's suite of client reports and advise on the impact of the firm's business development and marketing initiatives on clients. The MEA (Middle East & Africa) region is considered one of the flagship regions of the 47 international offices. The role will be based in **Dubai** and will aim to enhance existing regional reporting with a view to developing global CRM reporting standards.

The CRM Insight Analyst will work closely with CRM team members and key stakeholders such as Business Development Managers, to ensure that the necessary data is recorded.

Key Responsibilities

- Establish a global strategy for client reporting at Clyde & Co; driving a data rich culture that helps to analyse client engagement.
- Deliver client insight/campaign reporting.
- Design, develop and implement new dashboards.
- Develop a clear understanding of the firm's client base and develop strong relationships with key stakeholders including CRM teams, IT, finance and business development.
- Proactively recommend ways CRM activity can be measured, analysed and automated.
- Help stakeholders to make data driven business decisions.
- Implement strategic CRM projects for MEA and ensure that data integrity and legal compliance is maintained.

Candidate Profile

- Experience in working in a B2B marketing environment as an analyst is desirable.
- Excellent communication skills with the ability to influence technical and non-technical stakeholders.
- Ability to interpret business questions and turn them into analytics.
- Detail orientated with high degree of accuracy.
- Strong Excel and PowerPoint skills.
- Experience in reporting / dashboard-building using qualitative and quantitative data.
- High level analytical skills in relation to campaign performance.
- Knowledge of digital marketing.

Clyde & Co Overview

A pragmatic and dynamic international law firm with a focus on core sectors of infrastructure, insurance, international trade, natural resources and transportation. Clyde & Co is recognised for its work in and with fast-moving and volatile emerging markets, and for a history of managing complex, multi-jurisdictional transactions and disputes.

From a network of 45 offices and 3,300+ staff over 6 continents, we are on the front line for our clients' interests, all over the world.

Clyde & Co in the Middle East and North Africa

Clyde & Co's first Middle East office was formally established over 25 years ago, following many prior years of client involvement in and with the region. Our regional offices work as an interconnected and cohesive unit in order to provide advice to clients from all over the world, as well as to regional corporate entities and governments, on their operations and interests throughout the Middle East. Our lawyers are supported by
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comprehensive in-house translation, government liaison, management and information services teams as we strive to provide first class professional service levels and insight to our clients.

We are one of the major international law firms in the GCC with around 190 specialist lawyers and paralegals, and 300 staff in total, operating as one unit across our regional office network:

Dubai
Abu Dhabi
Doha in Qatar
Riyadh in Saudi Arabia

We act as the first point of call for advice across the Middle East region for many of our multinational clients. Through our work across the region over the past quarter century, our market knowledge, experience and networks are second to none. We provide in-depth coverage of the firm's core sectors, as well as strong cross-practice sector teams in place focusing on regionally important sectors such as education, healthcare and hospitality.