



Manager – CRM Operations & Impact

Clients, Markets & Growth (CMG) Team – Sydney, Melbourne, Brisbane or Perth

Initial 12 month FTC, with potential to convert to permanent

Recruitment

About Ashurst	Ashurst is a leading progressive global law firm with a rich history spanning more than 200 years. We are proud of our history and are future-focused, having expanded into new technologies through our NewLaw division, Ashurst Advance, and our consulting arm. Our in-depth understanding of our clients and commitment to providing excellent standards of service have seen us become a trusted adviser to local and global corporates, financial institutions and governments in all areas of commercial law. To find out more please visit www.ashurst.com .
Department/Role overview	<p>To deliver on Ashurst's 2027 strategy ambition, we are investing in re-defining our approach to business development, both within the Client, Markets & Growth (CMG) team and across the wider firm.</p> <p>The Manager - CRM Operations & Impact will develop and manage a program of initiatives designed to improve the global use and increase the benefits delivered by our current CRM system (InterAction). The role will also provide expert input into the evaluation of the long-term CRM system needs of the firm to support our growth strategy to 2027 and beyond.</p> <p>This is a hands-on role requiring an experienced BD professional with a track record of identifying opportunities for CRM operational uplift and delivering change initiatives that transform those opportunities into reality within a legal/professional services environment.</p> <p>Core to this role will be the ability to influence a variety of stakeholders and develop and deliver programs that result in effective interim and long term solutions. This role will collaborate closely with colleagues across CMG, Change & Business Improvement, Brand, Marketing & Communications, Commercial, Operations and IT.</p>
Main responsibilities	<ul style="list-style-type: none">• Lead and deliver workstreams that result in measurable uplifts in CRM system engagement and use by the business, as well as improvements to related data analysis to support insights-based decision making.• Manage the day-to-day business operations of the CRM system (InterAction) to maximise the benefits it delivers, including identifying

	<p>areas for improved usage and opportunities for the system to better deliver efficiencies that will free up client relationship teams' time.</p> <ul style="list-style-type: none"> • Serve as a key expert adviser on a project to evaluate the longer-term CRM needs of the firm, as well as providing input into any related projects, eg the rollout of a new eMarketing system. • Review and update policies, guidance documents, templates, training packs and other materials required to support our CRM usage initiatives, and relaunch to relevant user groups. • Provide training and support to strategic client teams and other priority user groups to ensure they are able to effectively use the CRM system, including any new/enhanced functionality introduced through our change initiatives. • Establish and monitor key performance indicators (KPIs) to measure the impact of our improvement initiatives, and provide input into management reporting and analysis. • Help to foster a culture of teamwork, continuous improvement and learning within the CMG team. • Risk and Control: Ensure that all activities and duties are carried out in full compliance with our regulatory requirements and internal policies.
<p>Essential skills and experience</p>	<ul style="list-style-type: none"> • Experience managing the successful introduction and ongoing usage of CRM systems to achieve BD benefits, preferably gained in the legal sector although other professional services also well regarded. • Proven experience in BD change programs, process improvement and innovation. • Excellent problem-solving and analytical skills, with the ability to develop and deliver pragmatic solutions. • Commercially astute with good financial acumen and ability to develop BD business cases, budgets and benefits analysis. • Strong project management skills and ability to prioritise and multitask. • Ability to effectively collaborate across many levels and with various departments and teams to gather input and support change. • Stakeholder engagement, coaching and written communication skills with strong attention to detail. • Qualified to degree level or higher in business or another relevant field. • Highly competent user of the Microsoft Office suite, including Excel.
<p>Background checks</p>	<p>In order to comply with regulatory and client requirements, Ashurst will undertake appropriate vetting of staff. When applicants accept a job offer, Ashurst, alongside a specialist provider, will undertake professional verification and background checks. These checks are only undertaken with consent, and in accordance with our legal and regulatory obligations.</p>