

## Marketing Analysis Manager – Theale

### Permanent - Full Time

#### Overall Job Purpose:

The Marketing Analysis Manager will ensure that the team deliver data and analysis accurately and on time, that analysis is performance to specification and that reports are clear concise and error free. To devise and execute analysis to help improve campaign performance. To manage, motivate and support the marketing analysis team. Working with the entire marketing team, suggest ways in which data analysis could help deliver more efficient marketing.

#### Key Responsibilities:

- Manage a team of analysts to ensure that all selections, analysis and reports are delivered accurately, to brief and on time.
- Planning and executing new analytics to drive campaign performance.
- Pro-actively defining new marketing analytics to improve marketing performance.
- Manage all data schedules and ensure they are strictly adhered to.
- Ensure the team have the right tools and raw data to deliver all required analysis.
- Maintaining and developing good communications with the marketing team and cross departments.
- The formal analysis of campaigns.
- Ad-hoc campaign analysis either from a brief or self devised.
- Devise and present reports around campaign activities ensuring the accuracy of data before circulation.
- Always looking to streamline processes, maximising the quality and speed of work undertaken.

#### Desired/Required skills or experience:

- Educated to Degree level or equivalent (Essential)
- Experience of managing a team (Essential)
- Budget control (Essential)
- Campaign planning and execution experience (Essential)
- Direct marketing analysis experience (Essential)
- Experience of using SQL or SPSS Modeler / SAS to extract and analyse data (Essential)
- Proven advanced Excel (Essential)
- Multi Channel analytics experience; VB scripting; Statistical Modelling (Preferred)

#### Personal Qualities:

- Highly organised and able to prioritise workload
- Able to deliver quality within a deadline
- Able to deliver to a brief
- Able to present to any level within the business.
- Highly numerate
- Able to work with minimal supervision.

**If you are interested in this position, please apply in writing and notify your manager of your application. Your covering letter should be addressed to Tin Clowser (ext 1066) and handed with your CV to Amy Pirie in HR.**

**CLOSING DATE: Friday 3<sup>rd</sup> July 2015**

