

## Marketing Analyst – Theale

### Fixed Term Contract (maternity cover) - Full Time

#### Job Purpose:

To scope and perform analysis of marketing campaigns, customer behaviour and the contact cycle. To understand the principles of direct marketing and through analysis help improve marketing efficiency. To work in close partnership with others in the marketing department to specify and perform actionable analysis. To devise and execute analysis to help improve insight.

#### Key Responsibilities:

- Ensure that all analysis and reporting is delivered accurately, to brief, and on time.
- Defining, planning and executing new analytics to drive marketing performance
- Maintaining and developing good communications with the marketing team and across departments
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- Translating complex briefs into analysis
- The formal analysis of campaigns
- Ad-hoc marketing analysis either from a brief or self devised.
- To work closely with other departments to ensure the seamless sharing of data and analysis
- To present the findings of any analysis in a clear and understandable way to people with varying understanding of the concepts
- To present the findings of any analysis in a clear and understandable way at any level within the business.
- Devise and present reports around marketing activities ensuring the accuracy of the 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)
- Direct Marketing analysis experience (Essential)
- Understanding of relational databases (Essential)
- Experience of using SQL or SPSS Modeler / SAS to extract and analyse data (Essential)
- Proven advanced Excel (Essential)
- Proven ability to work with a wide variety of stakeholders (Essential)
- Multi Channel analytics experience (Preferred)
- VB scripting (Preferred)

#### Personal Qualities:

- Highly organised and able to prioritise of varied workload
- Able to deliver quality within a deadline
- Able to deliver to a brief
- 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 Tim Clowser (ext 1066) and handed with your CV to Amy Pirie in HR.

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

