

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Marketing Analyst
<b>Reports To</b>	Head of Data
<b>Overall Job Purpose</b>	<p>To scope and perform analysis of marketing campaigns, customer behaviour and the contact cycle.</p> <p>To understand the principles of direct marketing and through analysis help improve marketing efficiency.</p> <p>To work in close partnership with others in the marketing department to specify and perform actionable analysis.</p> <p>To devise and execute analysis to help improve insight.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Ensure that all analysis and reporting is delivered accurately, to brief, and on time.</li> <li>• Defining, planning and executing new analytics to drive marketing performance.</li> <li>• Maintaining and developing good communications with the marketing team and across departments.</li> <li>• Translating complex briefs into analysis.</li> <li>• The formal analysis of campaigns.</li> <li>• Ad-hoc marketing analysis either from a brief or self devised.</li> <li>• To work closely with other departments to ensure the seamless sharing of data and analysis</li> <li>• To present the findings of any analysis in a clear and understandable way to people with varying understanding of the concepts</li> <li>• To present the findings of any analysis in a clear and understandable way at any level within the business</li> <li>• Devise and present reports around marketing activities ensuring the accuracy of data before circulation.</li> <li>• Always looking to streamline processes, maximising the quality and speed of work undertaken.</li> </ul>
<b>Qualifications</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>• Educated to degree standard or equivalent</li> </ul>
<b>Experience</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>• Demonstrable Direct marketing analysis experience</li> <li>• Understanding of relational databases</li> <li>• Experience of using SQL or SPSS Modeler/SAS to extract and analyse data</li> <li>• Proven advanced Excel</li> <li>• Proven ability to work with a wide variety of stakeholders</li> </ul>

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	<p>Preferred</p> <ul style="list-style-type: none"><li>• Multi-channel analytics experience</li><li>• VB scripting</li></ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Highly organized</li><li>• Able to deliver quality within a deadline</li><li>• Able to deliver to brief</li><li>• Highly numerate</li><li>• Able to work with minimal supervision</li><li>• Prioritisation of varied workload</li></ul>
<b>Author</b>	Tim Clowser
<b>Date</b>	Feb 2017