Marketing Data Analyst

Closing Date: 26th April 2024

The Marketing Data Analyst plays a crucial role in ensuring the quality and utilisation of marketing data, collaborating across functions to drive informed decision-making and support marketing initiatives. Key responsibilities include managing marketing data, producing analytics and dashboards, monitoring competitor activity, and supporting business development efforts. This role can be based at any of our UK offices.

Duties & Responsibilities

- Manage day-to-day marketing data services, ensuring accuracy and accessibility.
- Actively contribute to the group marketing team, advancing marketing analytics capabilities.
- Develop proficiency in data and Business Intelligence tools, expanding analytical capabilities.
- Liaise with third-party data providers to integrate valuable data into existing datasets.
- Support sales and marketing teams by providing data reports, analysis, and actionable insights.
- Generate comprehensive reports on campaign performance, event attendance, and lead management.
- Monitor and analyse competitors' activities, providing insights to inform strategic decisions.
- Assess and improve data quality, implementing solutions to enhance accuracy and reliability.
- Adhere to company policies and ISO Quality Management and security management systems.
- Analyse vendor plans and develop techniques to automate and improve tracking processes.
- Collaborate with sales and marketing teams globally to enhance analytical capabilities and identify new data sources.
- Document and maintain all processes related to the job.
- Work with the content and creative teams to create assets promoting our marketing data services both internally and externally.

Requirements

- Bachelor's degree in statistics, mathematics, social sciences, marketing, or a similar field; Master's degree is a plus.
- Proficiency in processing and analysing data, with strong Excel/PowerBI skills.
- Ability to thrive in a target-driven and fast-paced environment.
- Willingness to learn and adapt, with a focus on acquiring new skills.

- Excellent data visualisation skills, with meticulous attention to detail.
- Strong prioritisation skills, able to manage competing demands effectively.
- Exceptional research, analytical, and data interpretation abilities.
- Familiarity with survey tools, CRM programmes, and databases.
- Excellent verbal and written communication skills.
- Strong organisational and time-management abilities.

If you are interested in applying for this role or have any additional queries on the role, please submit your CV quoting 'Marketing Data Analyst' reference N489' to JobsUK@Infinigate.com.