



# Senior Marketing Data Analyst

<b>Department:</b>	Corporate & Customer Strategy
<b>Report to:</b>	Customer Data Manager
<b>Job Family:</b>	
<b>Career Family / Job Capsule:</b>	
<b>Key dimensions:</b>	
<b>Purpose of the role:</b>	<p>Working within the Customer Data team, you will lead the Campaign Extraction Team to provide robust insights, analysis and data extracts to support and improve the performance of sales and marketing activities.</p> <p>They will work closely with key marketing stakeholders to identify insight from data to shape decision making and drive through recommendations to action.</p> <p>This role will be instrumental in ensuring that the business leverages the full potential of the Adobe Campaign Management Tool to deliver timely, relevant and personalised campaigns and analysis. This means expert knowledge of the CMT platform is essential.</p>



### **Key accountabilities:**

- To lead the development of the new marketing campaign management platform to enable relevant, personalised and timely communications to optimise marketing performance.
- Work with marketing stakeholders to improve marketing ROI through the delivery of comprehensive post campaign analysis to provide improvement to future campaigns
- To develop and deliver the MI and reporting that the marketing team need to understand the performance of marketing campaigns
- Manage the development of the Marketing Data Analysts. Running training sessions in CMT and engaging in regular team 121 to provide feedback on performance.
- Work with relevant stakeholders (internal and external) to ensure data is up to date, accurate and compliant with all data protection requirements.
- Understand business challenges & opportunities and identify where customer data could help support business decisions
- Provide data extracts to support Sales & Marketing campaign activities
- Develop and produce insight and analysis to improve the performance of marketing activities

### **Skills:**

- Expert knowledge in Adobe Campaign Management Tool
- Advanced knowledge of SQL (including Oracle) and Excel
- Experience of using third party campaign management platform
- Strong data & analytical skills & track record of delivery
- Strategic understanding – ability to connect data, analytics and strategic thinking
- Ability to present complex information clearly and professionally to a variety of audiences
- Strong attention to detail and accuracy of output
- Ability to work cross functionally to prioritise, schedule and work to deadlines
- Keeping up to date with the latest tools and trends
- Good understanding of the underlying key sales metrics in a B2C environment

### **Knowledge**

- Educated to degree level or equivalent
- Microsoft/Data Industry Standard Qualifications
- Microsoft Office suite (Excel, Word, Powerpoint, Outlook)
- Deep understanding of Family strategy for the future
- Excellent knowledge of the Campaign process including the security of data.

### **Experience**

- A minimum of 2 years' experience managerial experience.
- A minimum of 2 years' experience using the Adobe CMT Platform.
- A strong knowledge of and experience of the full marketing mix including integrating multiple channels
- Hands on experience of working with both internal and external data/IT resources.



<b>Values</b>	<p>Our values define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means:</p> <ul style="list-style-type: none"> <li>○ Better together</li> <li>○ Being your best</li> <li>○ Being innovative</li> <li>○ Champion the customer's needs</li> <li>○ Doing what's right</li> </ul> <p>Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.</p>
<b>Adaptability</b>	<p>This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.</p>
<b>Performance Management</b>	<p>All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.</p>
<b>Health and Safety</b>	<p>Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974, and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.</p>
<b>Equality and Diversity</b>	<p>The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.</p>
<b>Confidentiality</b>	<p>The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR)</p>

<b>Regulatory</b>	<ul style="list-style-type: none"> <li>○ To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role</li> <li>○ To abide by the Rules of the Society at all times</li> <li>○ To understand and comply with all Group Governance Policies, as appropriate to the role</li> </ul>
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Individual Conduct Rules	
<b>Rule 1</b>	You must act with integrity
<b>Rule 2</b>	You must act with due skill, care and diligence.
<b>Rule 3</b>	You must be open and cooperative with the FCA, the PRA and other regulators.
<b>Rule 4</b>	You must pay due regard to the interests of customers and treat them fairly.
<b>Rule 5</b>	You must observe proper standards of market conduct.

Declaration	
I hereby confirm that I have read and understood the content of this Job Description and Person Profile and I accept the content as an accurate description of the role which I am required to perform.	
<b>Job holders full name:</b>	
<b>Job holders signature:</b>	
<b>Date:</b>	

**Version Control:**

Amendment Summary	Date	Reviewer