

Data Marketing Analyst

Location: 6 Clarence Terrace, Leamington Spa, Warwickshire CV32 5LD

We are looking for a Data Marketing Analyst to join our growing agency. This role provides a fantastic opportunity to join a busy, full-service agency working with various clients in the Data Team. You'll need to be ready to learn the ropes and get stuck into agency life.

Key Responsibilities

- Analyse data to segment customers, helping clients and account managers create targeted marketing campaigns to grow customer base
- Build customer geo-demographic profiles
- Build and maintain Power BI dashboards to showcase insights with data
- Evaluate campaign data and report back to clients the success of their marketing activities
- Take responsibility for day to day tasks and bigger projects
- Territory mapping and planning
- Use data briefs to extract customer data from clients' DMS for marketing campaigns
- Ensure compliance within the agency with data security procedures and GDPR

Requirements

- Keen interest in data analysis with the natural ability to analyse and interpret large amounts of data
- Enjoy being a self-motivated learner keen to widen your skillset
- Ability to effectively plan and prioritise in line with business requirements
- Attention to detail and critical thinking, considering how to extract the most relevant insights from data
- Excellent computer skills, comfortable with using Microsoft Office (PowerPoint, Excel, Access)
- Work well under pressure and keeps to deadlines
- Excellent communicator and confident in communicating at a senior level
- 2 years+ experience in a data analysis position
- A-Levels or Equivalent

Key Skills

- Analytical
- Attention to detail
- Communication and presentation skills
- Logical approach
- Microsoft Office experience (PowerPoint, Excel, Access)
- Organisational
- Power BI experience
- Problem solving
- Teamwork

This is an exciting opportunity to grow within a fast-paced agency. Please send a CV and cover letter to: hr@denfield.co.uk

