**Marketing Analyst**

Shape

Description automatically generated with medium confidence

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| School/Department: | Marketing, Communications & Recruitment |
| Grade: | 6 |
| Reports to: | Marketing & Campaigns Manager |
| Responsible for: | N/A |
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| Job Summary and Purpose: | The Marketing Analyst is responsible for reviewing, reporting and responding to marketing campaign performance, working closely with the Marketing & Campaigns Manager and CRM, Web and Insights team. This is a collaborative role within the Marketing, Communications and Recruitment department.  This newly created position is key to ensuring marketing campaign activity is demonstrating a return on investment, targeting the correct audiences and working towards KPIs.  We are looking for an individual who is interested in data behind the visuals. Someone who is keen to interrogate paid media activity, web stats and CRM emails to advise on who and where we should be targeting, what we should be saying and where our opportunites for growth are. |

**1 KEY RESPONSIBILITIES**

* Develop a framework to capture performance of paid digital, organic, website and CRM activity.
* Work with the Marketing & Campaigns Manager to review campaign performance on a weekly basis, making suggestions on improvements to activity, creative and messaging.
* Be responsible for the departmental insight report which is shared with the University Executive Board.
* Support on campaign delivery with the Marketing & Campaigns team
* Work closely with the Market Insights Manager on market research, insight and competitor analysis.
* Work with teams within Marketing, Communications & Recruitment to understand the key demographics about our audience, to feed into campaign activity.
* Provide a weekly report on applicant and booking data, to share with the media agency i.e. open day bookings numbers, applicant location data etc.
* Work closely with the Head of CRM, Web and Insights, and Web and Digital Manager to understand web data and CRM dashboards to inform campaign optimisations and future improvements.

**2**  **responsbilities OF ALL STAFF**

* To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade.
* Maintain and promote health, safety & wellbeing awareness and commitment within the framework of the University's Health, Safety & Wellbeing policy.
* Take responsibility for health and safety of yourself and others in carrying out the duties of the role.
* To promote equality, diversity and inclusion in your performance of your duties.
* To actively participate in learning and development to meet the requirements of your role and the University.

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| **3 Selection Matrix** | |  | |  | |  | |
| **Representative Knowledge, Skills and Experience – Grade 6** | | | | | | | |
| 1 | Academic or vocational qualifications (NVQ Level 4 / 5 or equivalent) |  | |  | |  | |
| 2 | Approximate two years’ work experience in a relevant role, or further equivalent experience |  | |  | |  | |
| 3 | Good working knowledge of standard software packages, relevant systems, processes, procedures and equipment |  | |  | |  | |
| 4 | Ability to communicate clearly orally and in writing with a range of people at all levels |  | |  | |  | |
| 5 | Familiarity with prioritising work and that of colleagues |  | |  | |  | |
| 6 | Initiative and judgement to resolve day-to-day problems independently |  | |  | |  | |
| 8 | Numeracy and IT Skills |  | |  | |  | |
| 9 | Ability to apply University policy, procedure and health and safety regulations |  | |  | |  | |
| 10 | Experience of supervising other staff (if applicable) |  | |  | |  | |
| **Role Specific Knowledge, Skills and Experience** | | | |  |  |  | | --- | --- | --- | | **Essential** | **Desirable** | **Used to shortlist** | | |  | |  |
| 11 | Ability to collect, analyse and present data appropriately | 🗶 | |  | |  | |
| 12 | Knowledge of HE sector | 🗶 | |  | |  | |
| 13 | Experience in creating reports based on team or organisation requirements | 🗶 | |  | |  | |
| 14 | Experience in using data visualisation and reporting tools such PowerBI, Google Analytics and campaign dashboards | 🗶 | |  | |  | |
| 15 | Knowledge of data protection and GDPR best practices | 🗶 | |  | |  | |
| **Personal Attributes and Behaviours** | | | | | | | |
| 13 | Experience of working with multiple stakeholders, across different levels across an organisation | 🗶 | |  | |  | |
| 14 | Ability to respond to emerging situations quickly, in a measured and professional manner | 🗶 | |  | |  | |
| 15 | Ability to work as part of a team to achieve shared goals across the university for the benefit of all | 🗶 | |  | |  | |

Does the role require a DBS? ~~Yes~~/ NO