Senior Customer Data Analyst

Birmingham, UK

The role holder is responsible for leading and managing the provision of actionable insight and adding value to the commercial process of acquiring customers, by delivering both strategic and tactical analysis work. She/he will use data mining methodology and techniques to develop and deliver insight solutions. She/he will steer data selection and optimise campaign targeting based on insight, and engage with business stakeholders to optimise propositions through insights.

The role holder will meet business objectives, solve business problems and further business success by applying industry tools and statistical knowledge to leverage actionable insight. In addition he/she will work proactively with the business to define and optimise new strategies.

The role holder should leverage the experience of the relevant BT wide professional communities to discharge these responsibilities, thus ensuring knowledge sharing extends beyond the functional boundary of the role. The role holder will also play a key part in the BT wide professional communities.

Key Responsibilities:

- Be an active member of the BPS team, being self-starting and motivated to produce the required high standard of deliverables.
- Provide post campaign analysis in terms of campaign success and future insight learning’s.
- Own and deliver the data analysis methodology to enhance and optimise propositions/campaigns.
- Design best practice data analytics delivery methodologies, including technology.
- Apply data mining techniques to customer and acquisition data to deliver insight for marketing retention/upsell & measurement of performance.
- Develop strategic and tactical scoring methodologies to optimise the campaign targeting and data selection.
- Establish credibility both internally and externally through knowledge, approach, and professionalism.
- Understand flows of data, with the ability to set up /make changes / enhance data processes.
- Reporting & tracking and performance enhancement through insight.
- To provide thought leadership to projects undertaken by the wider team.
- Identify process issues, their impact and drive data quality challenges and improvement through a close relationship with the 3rd party supplier.
- Provide consultancy in analysis and data mining to the Marketing community.
- Promote best practice in these fields.
- Personally participate in and contribute to BT wide professional community activities where applicable e.g. knowledge sharing, best practice within BT and external industry.
- Build and maintain a professional network of external specialists in own area to ensure that best practice is current and knowledge is shared internally.
- Understand statistical techniques and have a working knowledge of R.
**Business Impact:**

- Maintain a reputation for quality and delivery of their expertise to the business.
- Contribute to the definition of strategy and evolution for BT Business and Public Sector
- Responsible for maximising ROI on acquisition campaigns
- Contributes to the wider channel/marketing strategy by providing actionable insight and measurable commercial benefits

**Authority/Decision Making:**

- Works under broad direction.
- Full accountability for own work or project/management responsibilities.
- Receives assignments in the form of objectives.
- Establishes own milestones, team objectives and delegates assignments.
- Work is often self-initiated.

**Qualifications:**

Bachelor’s degree coming from a mathematics or computer science-related subject, or demonstrable experience working with Data (in line with skills/experience below)

**Skills:**

- In-depth working knowledge (and a high level of proficiency) of PL/SQL is a must
- Demonstrable working knowledge of data manipulation, data quality, data governance and data mining in a marketing environment
- Ability to identify from analysis and insight potential revenue generating / optimisation opportunities, and develop into deliverable projects
- Experience of working with marketing and channel propositions, and understanding the audience behavioural drivers behind the campaign process
- Ability to present information clearly to Senior Stakeholders and ability to articulate insight in a commercial and marketing context
- Have experience of presenting at a senior level data/statistical findings to non-technical audiences within a marketing/commercial environment
- Stakeholder management and interpersonal skills
- Understand statistical techniques and have a working knowledge of R

**Experience:**

- Experience of using data visualisation products and technologies (such as Tableau & OBIEE & R)
- Demonstrable working knowledge of B2B customer data structure
- Prior experience of Telco business environment, or experience in the financial services industry preferred
- Acts as a key contributor in a complex/critical environment.
- Experience in leading and motivating cross functional teams to ensure delivery to cost, quality and time.
- Interprets client needs, assessing the full requirements, identifying solutions to standard and non-standard tasks/queries and offering assistance even when not asked.
- Interprets internal/external business issues and recommended best practice in own discipline and makes changes to own and others work to meet these.
- Creates informal networks with key internal and external contacts outside own area.
At BT, we’re creating an inclusive working environment where people from all backgrounds can succeed. Diversity makes sense for us, for our customers and for our future.

We value different perspectives, skills and experiences. We’re happy to consider ways of working that will mean you can perform at your best. If you want to talk about working part-time or as a job share in this role, please apply and we’ll do our best to get the balance right.

**Five Key Skills**

- In-depth working knowledge (and a very high level of proficiency) of PL/SQL is an absolute must

- Demonstrable working knowledge of data manipulation, data quality, data governance and data mining in a marketing environment, with the ability to identify from analysis and insight potential revenue generating / optimisation opportunities, and develop into deliverable projects

- Ability to present information clearly to Senior Stakeholders and ability to articulate insight in a commercial and marketing context

- Strong stakeholder management and interpersonal skills

- Skills/Experience of using data visualisation products and technologies (such as Tableau & OBIEE), or experience of using R.

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