Digital Insights and Optimisation Leader, Tesco Bank

Edinburgh, Scotland

You'll bring the energy. We’ll provide the channel.

Tesco Bank is here to offer a new approach to banking, building on the foundations of service and dedication that have made Tesco a truly great British brand – and a success worldwide. Bringing that success to the financial industry means bringing the finest talent to our senior and specialist roles, creating a backbone of excellence for our business – and offering professionals like you the chance to make a wide-ranging and long-lasting impact in a business that's breathing new life into the industry.

In the role of Digital Insights and Optimisation Leader your responsibilities will include:

- To drive quality insights and actionable optimisation opportunities.
- Primary focus – Build and drive an actionable continuous digital optimisation framework for the business by utilising data driven insights and techniques such as Multi-Variant Testing.
- Influencing – Build strong influential relationships with cross divisional senior stakeholders to embed analytics and data thinking by providing compelling insights and optimisation plans.
- Strategic Development – To own the strategy, roadmap and delivery for digital analytics, including side-site and app analytics as well as digital marketing performance analytics.
- Technology Development – Creation and ownership of digital analytics infrastructure including tag management and measurement framework, ad-serving technology, data visualisation tools, voice of customer etc ensuring high integrity and quality of data and insights
- Supplier Management – Create strong relationships and roadmaps with all digital analytics and marketing technology suppliers to implement and manage tools and technologies to help track and drive conversion.
- Risk Management – Manage and control the risks for digital analytics.
- Leadership – Lead and inspire a team including optimisation experts, statisticians and data analysts.

Experience required:

- Proven experience with digital marketing and analytics technologies (preferably adobe site catalyst and microstrategy).
- Excellent interpersonal, communication and influencing skills.
- Proven ability to build relationships at a senior level.
- Strong leadership skills.
- Experience in a senior digital insights and analytics role.
- Experience of attribution, cross-device tracking (so exposure to app analytics as well as traditional site analytics).
- Leadership in digital analytics.
- Experience in shaping continuous digital improvement programs.

Wherever your talent lies, you’ll find challenge and reward in equal measure. Above all else, you’ll find fewer boundaries and fewer obstacles to building a career defined by achievement. We’re here to go the extra mile for our customers – and we’ll do the same for you. For us, it's simple. As long as you have the drive to succeed, we have the opportunity to go further. Visit our website and find the role that's right for you.