Marketing Data Insight Analyst

Regent's Park, London United Kingdom

Help Us Transform the Way the World Does Business

We’re looking for an experienced Marketing and Data Insight Analyst to support our Marketing and Communications department, specifically focused on interpreting data and providing a good, clear insight into department performance, recommending areas for improvement.

The Role

Make an Impact on the Future of Our School

Our Marketing and Communications department is responsible for developing and delivering the School’s marketing strategy through a combination of corporate communications, brand and campaign management. As Marketing and Data Insight Analyst you’ll help create a more personalised customer experience throughout our digital channels, delivering data-driven insights and recommendations that lead to improved campaign performance. It’ll be down to you to:

* Develop and own the analytics strategy.
* Derive insights from our data to support marketing decisions.
* Conduct detailed analysis to understand the customer journey.
* Deliver a holistic view of performance and identify areas of potential improvement.
* Create regular, standardised marketing performance reports.
* Prepare and deliver presentations, making actionable and business focused recommendations for improvement.

Share Our Knowledge

We generate research and ideas that have a real, lasting influence on people, businesses and markets around the world. To do that, we have to make sure we’ve got the people, tools and infrastructure to share our thinking globally. In this role, you’ll ensure the Marketing and Communications team make the best possible decisions based on analytics and insight, enabling us to continue delivering world-class programmes and uphold our world-class ranking.
Who We Are Looking For

* A degree (or equivalent) in Engineering, Mathematics, Economics or similar.
* Significant experience in a similar role.
* Advanced Microsoft Excel skills and experience of systems and tools associated with accessing, analysing and visually presenting data to a variety of audiences.
* Advanced Google Analytics knowledge.
* An intellectually curious, self-starter who is comfortable working independently and under pressure.
* Familiarity with hypothesis based testing and problem-solving.
* A team player with excellent interpersonal, communication and collaboration skills.

Be Part of an International Network

We’re a global institution: 94% of our students and 86% of our faculty members are international. Together, we’re changing the way the world does business. Based in London’s Regent’s Park, this is an opportunity to work at the heart of Europe’s digital capital – and in one of the world’s most important financial, entrepreneurial and cultural centres.

Why London Business School?

Our vision is to have a profound impact on the way the world does business. This can only be achieved through our people; with 93% of our staff saying they are proud to work here and being consistently ranked among the best in the world for our MBA, global Executive MBA and Masters in Finance programmes you will have an opportunity to be part of this journey.

Benefits We Offer

As an employee at London Business School you will enjoy a generous holiday entitlement, on site swimming pool, sauna and gym, automatic enrolment to the Universities Superannuation Scheme (a defined benefit workplace pension scheme) and season ticket loan facility. There is also a wide range of professional development opportunities to support your career path. Our full list of employee benefits can be accessed here.

Location: Regent’s Park, London

Salary: £40,000–£42,000

Apply

www.statsjobs.com/job/marketing-data-insight-analyst/