



Role Profile

Job Title	CRM Analyst	Reports To	Senior CRM Analytics Manager	Location	Bradford
Job Code	TBC	Grade	TBC		
Date Created / Updated	July 2021	Department	Customer – Data, Insights and Experience		
Purpose: The purpose of the role is to support the execution of marketing campaigns across various channels (including DM, Email, Push and SMS) and to provide analysis and insight-based recommendations for improved customer targeting.					
Your Role Accountabilities			Skills & Experience		
<ul style="list-style-type: none"> Provision of multi-channel selections i.e. direct mail, email, push & SMS campaigns in accordance with the brand strategies. To setup and ensure the accuracy of promotional offer codes in advance of arriving with the customer. Produce timely and accurate results and reports to understand the success of the marketing activity across channels. Proactively identify opportunities for improved customer targeting using insight-based recommendations. Support the wider team to ensure that key objectives are met and to increase awareness of different parts of the team. Produce ad-hoc campaign related analysis to support the needs of the business. Manage workload effectively to ensure deadlines are met. To be committed to the fair treatment of customers at all times. Ensure compliance with all applicable UK and local regulations, Company Policies and FCA Conduct Rules. Demonstrate behaviours in line with our Company values. To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work. 			<p><u>Essential:</u></p> <ul style="list-style-type: none"> Strong numerical skills and understanding of data. Relevant degree (for example, but not limited to, Data Science, Statistics, Economics). Computer literate – good understanding of Microsoft Office Packages (e.g. Excel, Powerpoint). An interest in or knowledge in the use of programming/query languages (e.g. SQL). Ability to work with high level of accuracy, and attention to detail to time critical deadlines. Organised with great time management skills. Enthusiastic, problem solving and interpersonal skills with ability to put your ideas across verbally and in presentations. Good team player. Demonstrate a proactive and innovative approach to business challenges. Confident in making commercial insight-based recommendations. Commercial awareness and acumen. <p><u>Desirable</u></p> <ul style="list-style-type: none"> Interested in digital focused business. Relevant CRM or data/insight based work experience. 		