

Job Description

Position Title:	Marketing Analyst
Job Function:	Marketing
Job Family:	Market & Customer Intelligence & Insight
Career Stream:	Individual Contributor
OUP Job Level:	4
Division or Group Function:	Education
Country or location:	UK
Reports to (position title):	Head of Customer Experience and Insight

Job Purpose

To provide marketing data analysis capability to OEUK and OEINT marketing teams that will drive a more customer-centric approach to marketing to help improve market share and revenue targets.

Impact

Impact is generally the achievement of short- to medium-term goals through the provision of effective marketing performance metrics which drive data-driven campaign planning and improved targeting capabilities. Contributes to delivery of departmental goals through personal effort or through influence over team members.

Key Accountabilities

- Supply marketing data analysis capability to provide effective marketing performance metrics to drive data-driven campaign planning and improved targeting capabilities.
- Implement event tagging across ecommerce and educational platforms to inform marketing and product planning and enhancements, working with external agency.
- Implement Google Data Studio, Google Analytics and UTM best practice to ensure that marketing and customer experience stakeholders are utilizing key marketing analytics tools effectively.
- Provide analysis on customer behaviour across all educational platforms to inform service improvements and secure renewals.

Key Result Area	Measures of Performance
<p>Marketing analysis</p> <p>Maintain, optimize and deliver marketing data analysis capabilities to support wider marketing team</p>	<ul style="list-style-type: none"> • Dashboards created and maintained, driving data-driven planning and targeting. • Data solutions delivered to increase insight across different marketing datasets. • Successful implementation of new analytics tools, such as Google Analytics 4.

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	<ul style="list-style-type: none"> • Tagging roadmap developed, prioritized and delivered through management of marketing analytics agency. • Support regular keyword research analysis, inform SEO and paid search strategies to ensure we are first to the customer.
<p>Best practice and training</p> <p>Implement Google Data Studio, Google Analytics and UTM best practice to ensure insight gained is accurate and valuable.</p>	<ul style="list-style-type: none"> • All campaign tracking is correctly implemented across the marketing teams. • Regular training sessions run with marketing stakeholders to ensure that campaigns are reporting on correctly.
<p>People</p> <p>Work effectively with key stakeholders to inform key activities and ensure best practice is followed.</p>	<ul style="list-style-type: none"> • Effective working relationships and communications are established with CX&I, Marketing, Web and Product stakeholders. • Clear and concise communications, reports and recommendations shared with wider marketing stakeholders to inform future campaigns.

Attributes / Knowledge/ Education / Previous Experience		
	Essential The job cannot be performed without these	Desirable Nice-to-have, and could be trained on the job
Attributes	<ul style="list-style-type: none"> ◆ Strong analytical and problem solving skills, ◆ Excellent data literacy, ◆ Proactive and self-starter, ◆ Support teamwork, ◆ Communicate results effectively, ◆ Attention to detail, ◆ Ability to multi-task and prioritise heavy workload 	
Skills & Knowledge	<p>Knowledge of and or experience in:</p> <ul style="list-style-type: none"> ◆ Experience of working with insight tools such as Power BI and Google Data Studio. ◆ Strong understanding of Google Analytics and its use for performance measurement. ◆ Experience of using keyword research tools to inform campaigns. ◆ Experience working with marketing platform data such as Facebook, AdWords, Twitter 	<ul style="list-style-type: none"> ◆ Experience of Google Tag Manager to implement tags for performance measurement. ◆ Experience of using Hotjar to gain sentiment analysis.
Education or Qualifications		<ul style="list-style-type: none"> ◆ Marketing Qualification e.g. CIM

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Previous Experience	<ul style="list-style-type: none">• Experience of delivering marketing analysis capabilities within an in-house marketing team or agency.	
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Organisation chart



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