

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
Marketing analysis Maintain, optimize and deliver marketing data analysis capabilities to support wider marketing team	<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.

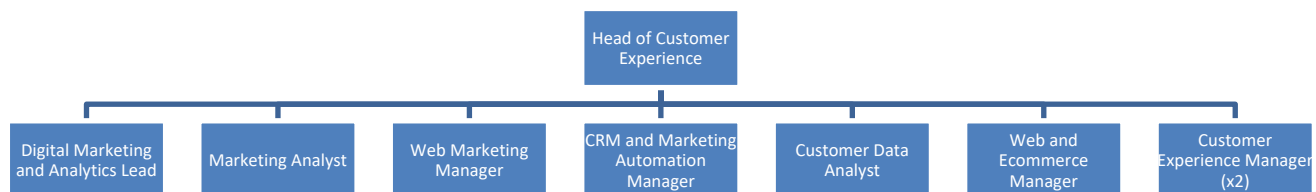
Attributes / Knowledge/ Education / Previous Experience

	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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