

Data Analysis Exec

Location:	Balham, UK
Division:	EEE
Sector or Brand:	UK Adventure, Exodus, Trek America, Grand American Adventures & Headwater
Function:	Marketing Data & Analysis Team, Marketing Department
Contract type:	Permanent
Reports to:	Senior Analysis Manager
Band:	6

Summary

Travelopia is a pioneer in the specialist travel sector, with a portfolio of more than 50 independently operated brands, most of which are leaders in their sector. Sailing adventures, safaris, sports tours, Arctic expeditions – our brands are as diverse as they are exciting, creating unforgettable experiences for customers across the world.

The UK Adventure division constitutes the Exodus Travels, Trek America, Grand American Adventures & Headwater brands, and offers a diverse range of experiences to a wide range of discerning customers in multiple markets including North America and Australasia.

It's an exciting time to join as there are big growth opportunities across the brands, and big growth opportunities in marketing. There are new marketing channels to open up, incredible adventure images and video to be utilised, astonishing levels of customer satisfaction & heaps of passion for the brand. It all makes the marketing department a great place to work.

The marketing department covers Ecommerce, Marketing, Creative & Analytics and is devoted to creating exceptional experiences for our customers through great content, amazing user journeys and impactful multichannel marketing activity. Customer insight and performance results drive our thinking, ensuring everything we do is engaging & effective, timely & targeted and most of all customer led.

What you'll do?

The Marketing Analysis Exec sits in the Analytics team, reporting to the Senior Analysis Manager. It's a crucial role in the marketing department, taking the lead on customer selections, analysis and actionable insight, that drives the marketing strategy.

Key focus:

- Customer & Marketing Analysis/profiling (e.g. buyer behaviour, marketing channel deep dive, retention rates by cohort, retention rates, reactivation rates analysis)
- Basic segmentation & Loyalty tiers: Basic segmentation for reporting, marketing activity and the loyalty scheme – ensuring we can define & evaluate our base in geodemographic terms and recency-frequency-monetary terms
- Propensity modelling/predictive analysis & holdback analysis & A/B tests, including Integration of propensity modelling: ensure we have booking propensity scores on the base to drive brochure strategy
- Respond to ad hoc queries and requests relating to data extraction and manipulation.

- Data management for brochure fulfilment/dispatch using Hubspot and additional required systems
- Campaign data management for email & brochure selections for UK & Overseas
- Testing activity to support system launches/releases e.g. Softrip & Suite CRM
- Competitor intelligence & brand tracking

Key competencies

- Essential skills
 - Previous experience in similar role
 - At least 2 years + experience with marketing and/or customer analysis, including use of database software, SQL and be a power user of excel
 - Experience with creating basic recency & frequency segmentation
 - Natural desire to produce the most accurate view possible
 - Insight & action base analyst familiar with interrogating databases to analyse customer and marketing behaviour
- Desirable Skills/qualifications
 - Experience with web tools such as Omniture & Google Analytics
 - Experience with Hubspot and Suite CRM
 - Familiar with GDPR and data protection regulation.
 - Familiar with using propensity scores & models
 - A positive, proactive, can-do individual who brings energy to the team and very strong collaborator
 - Obsessed about applying customer insight and performance results.
 - Natural appetite for working at pace, delivery timely insights and recommendations

Responsibilities & Key competencies provide a guide key tasks, but may evolve with requirements

Working with us

Join us and in return you'll be rewarded with:

- Competitive salary
- Various employee discounts and offers
- Childcare vouchers & cycle to work scheme
- Contributory Pension scheme
- Career progression opportunities

Please note that for all benefits, details were accurate as at the date of publication. Any changes will be notified to you upon your start with the Company.

How to apply

Please click on the link below, the application process consists of answering a few questions and uploading your CV:

<https://saas.ngahr.com/travelopia/wrl/>