



Graduate Customer Data & Insight Analyst

- **Department:** Insight / Reporting to Head of Marketing
- **Salary:** Starting from £18k

Job Purpose:

The Graduate Customer Data & Insight Analyst will be responsible for helping the business use and understand the data we have about our B2C and B2B customers.

We are looking for someone that wants ownership and autonomy - a self-starter, self-manager, driven to make great things happen. Your passion for uncovering actionable insight through data analytics will contribute towards designing and developing analytical assets using Tableau, to help inform & drive marketing campaigns, product decisions, sales pitches and new business. Main duties include:

Music Intelligence

- Telling stories with data in an informative and easily digestible manner.
- Providing real-time feedback to music, sales and operations, developing workflow recommendations to inform music content and AD programming decisions.
- Working with music programming, content, eCRM and marketing teams to develop engagement initiatives to grow our audience through relevant trends and topics.
- Using audience segmentation to refine campaign targeting across all digital channels.
- Establishing the effective management of a B2B/B2C customer satisfaction program.

Data, Analytics and Insight

- Delivering a versatile and highly available reporting dashboard using Tableau, which provides the right level of self-service and data visibility to all stakeholders.
- Collecting insights and understanding of our B2B and B2C needs and wants, both in terms of functionality and content scheduling / programming.
- Conducting exploratory and hypothesis driven analysis in an attempt to answer specific business questions or unlock additional value from our current datasets.
- Mining primary and secondary data sets to understand user behaviour and guide commercial sales/product decisions.
- Undertaking survey design, scripting and analysis, in-depth interviews and facilitation of regular consumer workshops / focus groups.
- Identifying scalable strategies, tactics and channels for audience growth, increased brand appreciation and loyalty.
- Assisting internal/external development teams to create/upgrade products and services based on qualified feedback.
- Identifying opportunities derived from actionable outcomes/insights.

Data Integrity and Reporting

- Being an expert in what data is held where, how it is structured and how the data is moved between systems.
- Improving business performance and process, constantly finding ways to ensure data quality to improve customer needs and requirements.
- Supporting sales, marketing and operations teams through a deeper understanding of audience interests and habits with ad-hoc reports and analyses.
- Compiling large data sets to be presented and accessed in a simple and intuitive format for both internal and external distribution.
- Leading the development and documentation of new and existing processes and policies to support data quality and integrity.

Customer Data guidance & Data protection

- Providing leadership and guidance to how we can/can't use/collect Customer Data.
- Acting as the custodian on Data Protection, ensuring that our tools, processes, and stakeholders understand and comply with developing legislation.

Personal Profile

- University graduate or equivalent with strong analytical skills.
- Highly numerate with demonstrated statistical abilities and an unconditional love for data, numbers and analytics.
- Proven work experience dealing with large sets of data and analytics, preferably in a marketing, tech or operational environment.
- Customer-oriented personality with positive drive and a pragmatic, structured approach.
- Confident and articulate.
- Eager to develop skills and knowledge in data science.

Skills

- Experience with Data Visualisation Tools: Tableau (preferred, not essential).
- Highly proficient in Excel and Powerpoint.
- Ability to interpret findings through data visualization and delivery of compelling presentations to both internal and external stakeholders.
- Preferred (but not essential) knowledge of writing and optimising database queries in SQL to cleanse extremely large data sets.
- Superb communication skills, both verbal and written.
- Analytical, naturally inquisitive and a problem solver.

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