

Job Description: Marketing Data Analyst (MC546)



Department: CMT

Job role overview: Are you a data-driven marketer who thrives on turning raw numbers into actionable insights? As a Marketing Data Analyst, you will play a pivotal role in supporting the marketing team with analytics across the entire marketing funnel. You'll work closely with our CRM and Web teams to optimise customer journeys, deliver user-friendly reports (primarily in Power BI), and ensure local markets have the data they need to make informed decisions. By partnering with our Data and IT teams, you'll help shape data requirements, drive predictability in our marketing efforts, and create a seamless flow of information that fuels commercial growth.

If you're passionate about leveraging data to enhance campaigns, improve funnel performance, and empower teams with clear, actionable insights, this may be the perfect opportunity for you.

Report to: Digital Manager

Location: Hinkley, Leicestershire.

Duties and Responsibilities:

Marketing Funnel Insights

- Analyse and interpret data across all stages of the marketing funnel (awareness, consideration, conversion, retention).
- Provide recommendations to optimise campaigns, increase engagement, and improve conversion rates.

Reporting & Visualization

- Complete regular weekly, monthly and ad-hoc reports.
- Maintain and continuously improve our Power BI dashboards to provide real-time, actionable insights for stakeholders.
- Present data in a clear, compelling format to guide decision-making at all levels of the organisation.

Collaboration with CRM & Web Teams

- Work hand-in-hand with CRM and Web colleagues to optimise customer journeys, ensuring data is captured accurately across all touchpoints.
- Identify and implement new ways to collect and analyse customer data for deeper personalization and increased ROI.

Data Requirements & Brief Writing

- Collaborate with Data & IT teams to write clear briefs that drive enhancements in our data infrastructure and analytics capabilities.
- Advocate for marketing's data needs, ensuring our systems evolve to support predictive insights and ongoing optimisation.

Data Accuracy & Governance

- Help maintain consistent data standards and quality by working with IT/Data teams on validation and monitoring processes.
- Support compliance with data privacy regulations (e.g., GDPR) and uphold best-practice data governance.

Stakeholder Communication

- Translate analytical findings into understandable business insights for leadership, sales teams, and external partners.

- Champion a data-first culture within the marketing organization, encouraging evidence-based decision-making.
- To undertake and assist with projects as required by your Manager.
- Any other ad-hoc duties as required by your Manager.

Person Specification: Marketing Data Analyst (MC546)



	Essential	Desirable
Qualifications and Attainments	Maths and English GCSE grade C or above.	
Professional Experience and Skills	<p>Proficient in Microsoft Packages including Excel, Word and Outlook.</p> <p>3+ years in a data-centric role (e.g., data analyst, data engineering, marketing analytics).</p> <p>Experience of data modelling in Power Bi.</p> <p>Familiarity of data warehousing principles (Kimball).</p>	<p>Previous experience of working within an automotive /manufacturing environment.</p> <p>Experience working with raw OLTP source system data.</p> <p>Experience of Microsoft Dynamics infrastructure.</p> <p>Python/SQL scripting for occasional data wrangling advantageous.</p>
Personality and Motivation	Self-motivated and resilient. Flexible and adaptable. Able to take instruction and work under pressure. Excellent communication skills, clear and concise written and verbal skills	
Appearance and Characteristics	Well presented.	
Circumstances	Able to be flexible on working hours.	