Data, Analytics & Effectiveness Executive

Team:	Marketing Operations
Reports to:	Head of Marketing Operations
Contract Type:	Permanent, Full Time
Location:	Friars Bridge Court, 41-45 Blackfriars Road, London, SE1 8NZ

About Reevoo

At Reevoo we believe that a transparent relationship between brands and consumers is better for both. Over 200 brands agree with us and use our Ratings & Reviews, Social and Customer Intelligence products to engage with, listen to and learn from their customers.

We also believe we can help everyday people make better decisions about what to buy by connecting them with likeminded people. That's why we're always innovating – creating new tools for customers to express their opinions and constantly improving the ones we have.

We don't settle for average. We want to make cool stuff that serves a good purpose. If you work with us, you will too.

Role Description

The Data, Analytics & Effectiveness Executive will report to the Head of Marketing Operations, with an overall objective to support Marketing Campaigns, improve Data Quality, support the Customer Lifecycle (reach, acquisition, conversion, retention, loyalty, advocacy and win back) and covering Salesforce.com in areas ranging from Implementation, Adoption, Administration and correction needed to follow up with CRM Best Practices and Processes as well as coaching of Sales and Marketing aiming to improve marketing and sales effectiveness.

You thrive on the personal development potential of becoming a certified salesforce.com and marketing automation specialist or consultant and "Go to" person in terms of processes and methodologies.

The successful candidate will be someone that focus on Business, Data and Analytics, has passion for data analysis and is able to move from data to decisions framework, someone that has a team-player mindset, able to collaborate, influence and manage stakeholders.

Responsibilities:

The principal responsibilities of this position include:

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- Data
  - Focusing on the Acquisition of actionable & Targetable Data to improve the Total Addressable Market
  - Focusing on Improving the Data Quality on Salesforce.com (CRM) & Mkt Automation Tool
  - Data Analysis, Profiling and Standardization
  - Data Cleansing, Enrich, Match, Dedupe & Merge
  - Data Loading, Data Migration
- Analytics
  - Translation of the data into insights and recommendations on how to improve and drive Marketing & Sales Effectiveness through analytics and throughout the complete Customer Lifecycle
  - Test, measure and analyze the results of all campaigns, provide insight and recommendations on how to optimize them

- Effectiveness & Enablement
  - Administration and correction of the SFDC data needed to follow up with CRM Best Practices and Processes
  - Competency Assessment, Planning & Training/Coaching, Knowledge Sharing & Best Practices (ex.: Workshops & Training) aiming to improve marketing and sales effectiveness
  - Salesforce.com adoption
  - Project Management (Liaison Business & Technical, focus on Marketing Project Roll-Outs for the Business (ex.: Sales, CS)
  - Partnership/Vendor Management

Skills & Experience

This position requires the following minimum skills and experience/knowledge:

- Background in Marketing, Business, Economy or Statistics (BSc or Master)
- Some work experience in a business analytics role, CRM or Processes and Effectiveness role
- Solid understanding and demonstrable experience of inbound and outbound lead generation activities
- Good communication, able to collaborate, influence and manage stakeholders.
- Organizational Measurement (e.g.: Metrics & Kpi's)
- Knowledge of Salesforce.com or similar CRM system
- Knowledge of Pardot Marketing Automation or similar
- Knowledge of Excel (ex.: Formulas, VBA, Pivot tables...)
- Knowledge of Data Management, ETL and capacity to move from data to decisions framework
- Excellent time management skills, proactive approach to workload and new ideas, prioritization and following through. Ability to work to tight deadlines and deliver measurable results

- Thrive in a fast-paced work environment and work as a team player whilst being able to work on set individual performance goals and KPIs

Ideal skills and experience/knowledge we are looking for on top of those already referred:

- Capable to design & drive Process Management and share recommendations on how to improve the process
- Knowledge of SPSS or Matlab, or similar
- Knowledge of SAS Analytics, SPSS Modeler, Watson Analytics or similar
- Knowledge of advanced analytics to turn data into insights and recommendations and drive the understanding and improvement of the Customer Lifecycle and Marketing Effectiveness

Competencies and Personal Qualities

The ideal profile, should have the following experience/knowledge:

- Analytical
- Holistic Approach
- Process Driven
- Business Knowledge
- Business, Process & Best Practices Knowledge
- Problem Solving Skills
- Technology Driven
- Cross - Organizational Skills
- Stakeholder Management/Change Management

Reevoo is an Equal Opportunities Employer.
Please note: we can only consider applicants with the current legal right to work in the UK.