

# Group Marketing Analytics & Insights Manager

## **Company description:**

We are looking for an individual who is passionate in providing statistical data and insights to help drive business decisions and create results-driven marketing. If this sounds like you, then send us your covering letter and CV.

We are a dynamic and vibrant company seeking an analytics and insights manager who can lead the analytical function within our marketing department. As a small not-for-profit organisation (based in Dorking, Surrey), we value individuals who are enthusiastic and bring their unique abilities and experiences to the role and the company.

While we may be small, we deliver big events on a global scale for our industry sector with shows in a range of locations including UK, Turkey, Brazil, South Africa, Mexico and the Middle East, and are constantly looking for expansion opportunities. Come join our team as an experienced Analytics and Insights Manager for a full-time permanent position.

## **Job description - what we are looking for:**

As a leader in our sector, we constantly strive to keep improving our events and delivering a valuable experience for our stakeholders. Therefore we are looking for a motivated candidate who can analyse marketing data, generate actionable insights, and make strategic recommendations to optimise marketing performance throughout the event campaign cycle/s.

Reporting to the Head of Marketing & Events, the ideal candidate will have strong analytical skills, a deep understanding of marketing metrics, and the ability to translate data into business insights.

## **Responsibilities:**

### **1. Data Analysis and Reporting:**

- Analyse marketing performance data across various channels (e.g. digital, social media, email, print)
- Lead on data and insights, forecasting, A/B testing and optimisation
- Develop and maintain regular performance reports and dashboards to track key metrics
- Identify trends and patterns in marketing data to inform strategic decision-making

### **2. Campaign Performance:**

- Inform the development of marketing plans, test plans, and activation of campaigns and product improvements

- Evaluate the effectiveness of marketing campaigns and initiatives across all touchpoints (online and offline)
- Provide insights and recommendations to improve campaign performance and ROI.
- Collaborate with the marketing team to set measurable goals and KPIs for campaigns
- Managing, with the senior digital marketing executive and data & systems manager, the day-to-day measurement, attribution and reporting performance of all conversion journeys, and media spend/yield across the funnel

### **3. Customer Insights:**

- Build deep understanding of our customer base and developing a data-informed customer journey model
- Conduct customer segmentation and profiling to understand different customer segments
- Analyse customer behaviour and preferences to inform targeted marketing strategies
- Utilise data to identify opportunities for personalisation and improved customer engagement

### **4. Market Research:**

- Conduct market research to understand industry trends, competitive landscape, and customer needs
- Synthesise research findings into actionable insights and strategic recommendations
- Stay updated on industry best practices and emerging trends in marketing analytics

### **5. Data Management:**

- Ensure the integrity, accuracy, and consistency of marketing data
- Work with data and systems manager to integrate and manage data from various sources
- Implement and maintain data management and reporting tools

### **6. Collaboration and Communication:**

- Managing, coaching and mentoring the Senior Digital Marketing Executive
- Help develop a culture of data-informed decision-making across the organisation, by developing, upskilling and mentoring the marketing and content team in analytics and conversion tracking
- Work closely with cross-functional teams including marketing, sales, content, and finance.
- Present insights and recommendations to senior management and stakeholders in clear, non-technical ways
- Develop and deliver training sessions to enhance data literacy within the marketing team

## Requirements:

- Bachelor's degree in Marketing, Business, Statistics, Economics, or a related field. A Master's degree or relevant certifications (e.g., Google Analytics, Data Science) is a plus.
- Minimum of 3 years of experience in marketing analytics, data analysis, or a related role.
- Deep understanding of Google Analytics GA4, including tag manager
- Experience tagging, measuring and attributing value, setting and running A/B tests
- Knowledge of SQL database, with the ability to extract and manipulate data
- Experience working with data visualisation platforms (Tableau, Power BI etc) to create reports
- Thorough understanding of marketing attribution and assist the company in moving to an econometrics/uplift model (with a third party integration) and away from last click analytics
- Strong analytical and quantitative skills, with the ability to interpret complex data sets
- Proficiency in statistical analysis and data visualisation techniques
- Strategic thinker with a business mindset
- Highly motivated and proactive with a passion for data and analytics

## We offer:

- Competitive salary, plus performance-based bonus
- Comprehensive health insurance
- Comprehensive travel insurance
- Retirement savings plan with company match
- Professional development opportunities and support for continuing education
- Flexible work hours and hybrid work option (operating a dynamic working policy which currently allows for two days remote working per week)
- Paid time off and holiday pay

To submit your application, please send both a covering Letter letting us know why you believe you would be suitable for this role and your CV.

Closing date for applications is 06 December 2024. Please send applications to [humanresources@fespa.com](mailto:humanresources@fespa.com)