London Business School

JOB DESCRIPTION

Job Title	Marketing Analyst		
Reports to	Head of Marketing Analytics & Data		
Department	Brand & Marketing		
Job Family	Brand	Level	3

About the School

London Business School's academic strength and global outlook drives original and provocative business thinking. We challenge conventional wisdom, enable the transformation of careers and organisations and empower our people to change the way the world does business.

Our purpose is to have a profound impact on the way the world does business and the way business impacts the world. The School is consistently ranked in the global top 10 for its programmes and is widely acknowledged as a centre for outstanding research. As well as its top-ranked full-time MBA, the School offers degree and award winning executive education programmes to organisations and their people from around the world.

With a presence in three international cities – London, New York and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today's business environment. The School has more than 47,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

London Business School's 100+ faculty come from more than 30 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship.

About the Department

The Brand & Marketing function has an important role to play in helping achieve LBS's strategic vision to deliver rigorous lifelong learning, for our global community, through our London hub.

This means, we work hand-in-hand with our impact streams to take our learning offer, learning experiences/outcomes and faculty thought-leadership to market - to specifically appeal to, drive consideration and preference for and support advocacy of the LBS brand as a learning partner throughout individual careers and organisational transformation.

We are the voice of our customers: degree-seekers, working professionals, corporates and our alumni. We do this through expressing our brand with marketing campaigns, content and experiences that connect with people in a consistent, compelling and uniquely LBS way - wherever they are in their journey with us.

By doing this, we support the commercial objectives and resonance of LBS and the brand; we engage our Brand & Marketing team around our focus and plans; and we build a high-performing and accountable culture that is appreciated by all, for doing the right thing.

Job Purpose

The Marketing Analyst is a new role within an expanding team of analysts. They will be responsible for the analysis of our media activity and marketing campaigns, especially their targeting, measurement and efficiency, and will help the team understand more about who and what is driving our performance.

By delivering reporting and marketing analytics, the Marketing Analyst will convince colleagues of areas for improvements in the performance of marketing activities across our key products and brand, as well as increasing our understanding of the customers and drivers behind these - leading to better decisions being made.

Key responsibilities:

- Measure, analyse and deliver convincing insights on media and marketing performance and user behaviour across channels, platforms and products.
- Typical focus areas include the performance of our PPC, display and social channels; web traffic and customer journey analysis.
- Collaborate with our media agency to integrate and align their reporting and analysis with in-house processes.
- Build good relationships with channel owners and the marketing team to understand business objectives and activities to ensure analysis reflects the latest thinking - and meets evolving data needs.
- Own regular reporting on media and marketing KPIs, extracting data from multiple sources - with a focus on monthly reports.
- Work with marketing channel owners to help set the benchmarks for the performance of campaigns and report against these.
- Develop the customer focused reporting, utilising the CRM systems to identify which customer segments deliver the highest value.
- Undertake forecasting and target setting to support the annual and quarterly planning process.
- Support the Head of Marketing Data and Analytics in delivering enhancements to the department's reporting capabilities.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Analysis and Reporting

- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
- Conduct data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School's reputation.
- Liaise across the team to prepare reports to inform review, planning and decision-making.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand.

Product/Technical Knowledge

- Monitor the development of new techniques, technology and trends in own area and use insights to suggest new ways of working to support innovation in brand development.
- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors.

Brand Management

- Provide specialist/technical knowledge to inform the development of campaigns/ initiatives in line with best practice.
- Develop relationships with a range of stakeholders through the provision of day-to-day advice and specialist/technical brand services.
- Act as a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

Compliance

- Undertake investigations and inspections of data, processes and working practices in accordance with established procedure to identify actual/potential compliance issues and recommend appropriate action.

KPIs:

- Delivery of high-quality service in own area of specialism.
- Contribution to the overall success of brand and marketing initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological, and process advancements and innovations in own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.

- Improvements to processes and procedures in own area of specialism.

Knowledge/Qualifications/Skills/Experience required

- A passion for understanding customer behaviour, media performance and for improving the performance of (digital) marketing activities.
- Strong analytical and problem-solving skills with the ability to draw insights & recommendations from analysis and present them convincingly.
- Initiative and ability to act pro-actively.
- Good communication skills with the ability to engage with colleagues of varying levels of role seniority.
- Experience of working in a marketing environment, with a focus on analysis.
- Confidence in discussing the drivers of digital marketing and how different channels/ platforms contribute to an overall plan.
- Advanced MS Excel or similar.
- Advanced Google Analytics or similar.
- Knowledge of tag management systems (eg: Google Tag Manager)
- Experienced with PowerBI or similar data visualisation tools.
- Experienced with CRM systems (eg. MS Dynamics). (desired)
- Experience using SQL to extract and manipulate data (desired)
- Experience with reporting tools for email management and social media systems is an advantage.
- Awareness of the relevant regulations relating to GDPR and data privacy.

Staff	**n/a**
Budgets	**n/a**
Date Updated	**21 Dec 2022**