London Business School

Job Description

JOB TITLE	MARKETING ANALYST
REPORTS TO	MARKETING ANALYTICS MANAGER
DEPARTMENT	BRAND & MARKETING
DATE	JANUARY 2022

About the school

At London Business School (LBS), we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global market. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

About the Department

The Brand & Marketing department is responsible for developing and delivering the School's marketing strategy through a combination of brand and campaign management.

Job Purpose

The Marketing Analyst will help LBS do 'marketing' better by helping 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 brands, 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 marketing performance and user behaviour across channels, platforms and products.
- Typical focus areas are web traffic, lead generation, the performance of paid / social media and customer journey analysis.
- 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 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 individual strategic 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 planning process.
- Support the Marketing Analytics Manager in delivering enhancements to the department's reporting capabilities.

What does success in the role look like ?

- Insights delivered are actioned by the channel owners – and lead to increases in commercial performance.
- Increased understanding of customers and performance drivers.
- Positive feedback from key stakeholders on both delivery and working relationship.
- Proactivity in identifying opportunities for improvements.
- Reports are delivered on time and to quality standards.
- Compliance with the relevant regulations and legislation.

Knowledge / qualifications / skills / experience required

- A passion for understanding customer behaviour 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.
- Experienced with PowerBI or similar.
- Experienced with data visualisation tools (eg. tableau).
- Experienced with CRM systems (eg. MS Dynamics).
- Experience with reporting tools for email management and social media systems is an advantage.
- Awareness of the relevant regulations relating, especially in relation to GDPR and data privacy.
- Experience of working in Further Education would be beneficial but is not essential.