

JOB DESCRIPTION

Job Title	Marketing Analytics Manager		
Reports to	Director, Marketing & Business Planning		
Department	Marketing & Communications		
Job Family	Business Services	Level	4

About the School

At London Business School, 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 mindset. 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.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

The Marketing and Communications department is responsible for developing and delivering the School's marketing and communications strategy through a combination of corporate communications, brand and campaign management.

Job Purpose

This individual will work closely with colleagues across the Marketing & Communications department to define and deliver effective marketing analytics that support the achievement of business objectives.

Key responsibilities:

- Measure, report and analyze marketing channel results and user behavior across products, channels and platforms.

- Collaborate with channel owners and the Marketing Leadership Team to understand business objectives, define suitable KPIs, design and produce a dashboard for the department.
- Own weekly, monthly and quarterly Marketing KPI reports. Spend time with marketing stakeholders to ensuring these reports meet the teams' evolving data needs.
- Work with marketing channel owners to measure performance of new and existing campaigns.
- Be an expert in customer data, and help to identify and fill data gaps using internal resources and outside vendors.
- Collaborate with cross-school departments to maintain school-wide data standards.
- Maintain integrations between multiple systems.

The role will be responsible for delivering three key projects over the next 12 months:

- Collaborate with colleagues and external partners to support the delivery of an online media dashboard and attribution modelling.
- Represent the department on the Cross School Business Intelligence project.
- Work with colleagues in Marketing and IT to migrate existing reports onto PowerBI.

Key areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Analysis and Reporting

- Process complex data and apply technical knowledge when conducting root cause analysis to identify solutions to complex issues/unique requests from students, colleagues or stakeholders from across the School.
- Extract data from multiple sources, check its integrity and produce reports for use by management.
- Liaise across the team and other departments to prepare complex reports to inform review, planning and decision-making.
- Independently collate, cleanse and analyse data, and make recommendations based on analysis to support the department's decision making process.
- Data Analysis: extract data from various systems using SQL, manipulation in Excel, creation of forecasts and models, and creating reports and dashboards.

Strategy and Planning

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and efficiency of service delivery.

Partnering and Service Delivery

- Partner with relevant area to understand their business goals and provide them with professional or technical advice, sharing expertise and information to support effective decision-making.
- Use specialist knowledge and information to diagnose and resolve technical issues within agreed parameters, escalating the most complex where appropriate.
- Manage the delivery of activities within a specialist area, in line with relevant policies and procedures, to ensure performance meets set targets/key performance indicators to support the School in the delivery of a first-class service.

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.
- Provide advice to colleagues and stakeholders on the interpretation of policies and procedures for an area of specialism, and support monitoring, to ensure compliance across the School.
- Act as the Data Protection lead for the department.

Supplier/Contractor Management

- Monitor the quality of work delivered by third-party suppliers and agencies against service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

Collaboration

- Partner, and build strong relationships with relevant areas to ensure good understanding of their business goals and that advice/service delivered meets and exceeds their needs.
- Develop and enhance relationships with stakeholders across the School to facilitate improved communication, support implementation of change programmes, and to monitor the level of satisfaction with service delivery.
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.

Process Improvement

- Research best practice in own area of expertise, and review and analyse detailed business models to support senior management in developing and improving policies, processes and systems relevant to a specialist area.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.
- Consult with and advise the business on change programmes and initiatives, influencing stakeholders so they become advocates for the change and support its successful implementation.

KPIs:

- Delivery of high-quality service in area of specialism.
- Development of solutions and improvements to complex issues within own area of specialism.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Contribution to cross-School compliance with regulations and legislation.
- Projects delivered on time, on budget and to quality standards.
- Strong cross-team working relationships with key stakeholders.
- Positive feedback from colleagues and stakeholders.
- Improvements in commercial performance for the team or department.
- Contribution to the development of policies, processes and systems.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree in a quantitative subject or equivalent experience.
- Exceptional quantitative, analytical and problem solving skills with the ability to draw insights and recommendations from analysis and present proposals to internal stakeholders.
- Self-starter, reliable team player with strong initiative and the ability to thrive in high-intensity environment.
- Excellent communication skills with the ability to engage a variety of audiences.
- Advanced MS Excel skills.
- Proficient in SQL.
- Experience working with data visualization tools such as Power BI / Google Data Studio.
- Experience with CRM systems such as Microsoft Dynamics or Salesforce – desired.
- Understanding of web and analytics/tracking technologies specifically Google Analytics, Google Tag Manager, Hootsuite and Optimizely are a plus.
- Experience with online advertising and social platforms such as AdWords, Facebook, Hootsuite and DoubleClick a plus.
- API feed integration experience a plus.
- Sound working knowledge of policies, regulations and legislation in area of specialism.

Staff	n/a
Budgets	n/a
Date updated	27 January 2020