
WANTED!

Marketing Data Junkie for Fast Growth Global Leader

Position Title: Marketing Data Analyst / CRM Marketer

Location: Oxford, UK

About 2degrees

2degrees is a dynamic, fast growth internet company that within 3 years has become the world's leading online community for sustainable business with over 18,000 professional members. We are a company at the forefront of not one but two economic revolutions: sustainability and the B2B use of social media.

We provide managed services through our online community for both individual professionals and corporations. These services enable our members to reduce costs, risks and environmental impacts, as well as innovate, grow and build competitive advantage by operating sustainably. We do this by helping them:

- Connect with one another
- Learn from one another
- Gain insights into the issues, impacts and business benefits of sustainability
- Engage and influence their stakeholders to achieve their sustainable business goals
- Collaborate to solve sustainable business problems
- Find solutions providers

As one might expect, we have access to a wealth of information about our members that we can better harness to the benefit of our business. Our online community is at the heart of our business and the development of sophisticated approaches to understand engagement, retention and purchasing habits of our members is vital to our success. We are therefore actively seeking a marketer with a love of data and a real understanding of the value of data to a business like ours to join our team and help us grow our unique and exciting business.

The Role

This digital marketing role is a new position in the team and you will be brought on to really help our business develop a sophisticated understanding of our business through data that will support our rapid growth. We are therefore looking for an experienced marketing analyst /data / CRM professional capable of supporting digital marketing, web analytics and customer data.

The role will report to the Marketing Director as part of a supportive marketing team. The role will also need to work closely with our online community team, sales team, technology team and senior management within the company. An ability to work comfortably across the organisation is therefore a prerequisite.

Responsibilities

- Owning and implementing the customer and web data strategy for the business
- Review and reporting on website activity on a daily, weekly and monthly basis
- Segmentation analysis
- Retention & attrition analysis
- Providing operational reporting of online campaign effectiveness
- Pro-active monitoring of online behaviour and recommending improvements
- Management of the CRM system
- Monitor and report on data quality contained within our databases and implement actions to improve. This will include initiating data cleaning & optimisation programmes
- Identify target data for specific campaigns. This will require an ability to interrogate existing databases as well as review external data sources
- Champion customer data within the organization and the power of CRM to improve decision making processes
- Identifying new features, techniques and solutions to drive operational benefits

The Person

The right candidate will be educated to degree level in marketing, ecommerce or business-related area. They will have 3-5 years + commercial experience preferably in a media / publishing online marketing environment. They will be highly analytical, but with the ability to operate with a commercial perspective; appreciating the importance of using data insight to drive action and change. This skill set needs to be complimented by equally strong communication skills to ensure any insight and data is understood by other teams and individuals across the wider sales, marketing and community teams.

They will also be technically capable – demonstrable and thorough understanding of data, manipulation and the application of this in a direct marketing environment; experienced Excel and Powerpoint users as well as the use of analytical packages such as Google Analytics. This person will be experienced working with CRM platforms. Experience of marketing automation platforms and social media monitoring tools would also be valuable but not essential.

A number of characteristics will be necessary to be successful in the role:

- Rigorous analytical skills
- Excellent task and time management skills
- Proven ability to deliver high quality output to tight deadlines.
- Experience in best practice email marketing

- Process driven
- Organized, with high attention to detail.

If you think you have the right skills and want to join this dynamic and fast growing company that is really changing the way organisations do business, please apply by email to: allen.shaw@2degreesnetwork.com.

2degrees is an equal opportunities employer. We aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, marital status, race, colour, ethnic origin, sexual orientation, age or disability, and that all appointments are made purely on the basis of merit. A compensation package appropriate to experience will be available to the right candidate.