

Data Analyst – Marketing Operations Agency

CRMT is a Marketing Operations Consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that’s metric-driven, process-minded and very tech-savvy. We sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they’ve already made in people and technology to drive marketing effectiveness and efficiency.

Your responsibilities are likely to include:

- Producing regular and ad-hoc reports using Excel and reporting tools
- Research, learning and implementation of reporting tools, as required
- Performing various data tasks, eg data cleaning, manipulation, de-duping, merging, normalisation, analysis
- Database updates, maintenance
- Maintenance, support, documentation of CRMT’s own tools
- Data processing, analysis and data selections for marketing campaigns
- Working closely with client services and other members of the professional services team

In order to be considered for this role you must:

- have a good understanding of databases and reporting
- have strong Excel skills
- be proficient in other MS Office tools, particularly Access, Word, Sharepoint, Powerpoint
- have an inquisitive mind and like problem solving
- have a keen attention to detail and a numerical/statistical/logical aptitude
- have excellent organisational skills and be able to manage and prioritise workloads whilst also adapting quickly and intelligently to changing demands
- have clear communication skills, in person, written and on the phone
- be able to recognise the limitations of your expertise and seek the support of the team when appropriate
- be a strong team player, with an enthusiastic/proactive/flexible approach to getting jobs done

Other skills/qualities which would be an advantage are:

- Knowledge of SQL and reporting tools, eg Power BI, Domo, Google Data Studio, RStudio
- Experience of marketing automation tools, eg Eloqua, Marketo, SilverPop or similar
- Experience of CRM systems, eg Salesforce, MS CRM, Oracle on Demand etc.
- Experience in a marketing environment

Remuneration: Competitive salary and benefits commensurate to experience and ambition

If you are interested in this vacancy, please send your cv to hr@crmtechnologies.com. Please make it clear which vacancy you wish to apply for and let us know why you think you would be suitable.