



Marketing Insight & Data Analyst

Here at Lifeplus people are at the heart of what we do. Each Lifeplus colleague is a key part of who we are. We value everyone who works with us and do all we can to create an environment where mutual respect, trust, collaboration and a shared sense of purpose drives all that we do.

About the Role

An exciting opportunity has arisen for an Insight & Data Analyst to join our Marketing team, based in St Neots. We are looking for an individual who is keen to learn, with a commercial mind-set, very strong analytical skills and good stakeholder management abilities.

You will be responsible for extracting, visualizing, and analysing both internal and external data to understand the product portfolio, customer behavior, innovation and business KPIs in order to drive commercial performance in both the short and long term. This will involve working closely with a number of key Marketing stakeholders to incorporate insight and propose recommendations on actionable business opportunities.

You will also be responsible for developing and managing a suite of analytical tools/reports to track key product portfolio KPIs and commercial performance to inform and shape key strategic portfolio decisions.

Key Responsibilities

- Serve as the primary marketing data analyst to providing monthly reporting on key areas of marketing including product portfolio mix & segment, product performance, associate activity levels, digital, etc.
- Analyse campaign/ new product / promotion performance, partnering with Brand manager to provide lessons learnt and recommendations to improve and grow the business
- Gathering and analysing data from different source and creating simple data bases & dashboards to allow users to view the data
- Support Brand Managers in the analysis and review of brand/product competitors to help inform and shape the brand, activation and product developments strategies
- Assess Macro-Economic environment and evaluate market momentum trends & influences
- Provide data-driven insight to support the decision making for the different teams within marketing (Product Portfolio, Events, Communications, etc)
- Translating the data into actionable insight: eg: drawing actionable insights and explaining in a tailored way to your audience

Skills and Attributes

- 2-3 years data analytics and insight experience, with a strong analytical and commercial mind set.
- Ability to understand customer & product data and communicate it in a concise and relevant way to multiple stakeholders.
- Ability to present information in an intuitive, logical, professional and simple to understand format
- Ability to analyse large data efficiently and demonstrate ability to draw key insight to influence brand/category strategy
- Advanced in MS Excel/Power Point/Access
- Proven experience with statistical techniques and data manipulation.
- Some experience of database solutions such as Access and SQL server (building tables and queries, importing and exporting data) preferred
- Strong stakeholder management skills with excellent communication skills.
- Ability to work independently and as part of a team
- Able to manage multiple project making sure there is strong attention to detail.