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| --- | --- |
| Company | Moorepay |
| Place of work | Swinton/hybrid |
| Team | Marketing |
| Main office | Swinton, Greater Manchester |
| Contract Type | Permanent |
| Hrs p/w | 37.5 |

# **Marketing Analyst**

## About the role

## The Marketing Analyst role is a new position within the Operations arm of the Moorepay marketing team. The role-holder will work with core stakeholders across the wider Revenue Ops motion, including marketing and sales leadership, to develop scalable data products on the Moorepay Data Platform.

Initially taking ownership of a core suite of PowerBI dashboards, the role-holder will develop a framework for assessing problem statements and building right-sized, scalable data products to solve business problems. This will include onboarding our VBB model, brand metrics modelling,
and developing our first 360 customer health app/dashboard.

## The Marketing Analyst will work closely with the Marketing Director, marketing team, and Data Systems Manager, as well as the wider analyst and data operations communities, to ensure standardisation across our data products and drive improvements in data quality, enabling leadership to trust the data they base decisions on.

## Key Skills

* Solution-oriented mindset and logical thinker
* Focus on continuous improvement/+1% methodology
* Takes ownership of their learning – recognises gaps and new opportunities and applies learning to daily activities
* Expert in PowerBI and/or other BI tools for data storytelling, anticipating business needs with dashboard flows and drilldowns
* Highly data literate with strong with advanced skills in data visualisation – advanced DAX/M & strong Excel skills essential, strong SQL & Python beneficial
* Strong experience in data product lifecycle management, including communication and ownership of release cycles
* Ownership and stewardship of data products within the wider Moorepay/Zellis data governance framework – contribute to the wider data operations community
* Builds close working relationships with other stakeholders in and outside the business, including key members of the data leadership group, analyst community, data system users and vendors/suppliers
* Knowledge of working within GDPR and other data regulatory frameworks
* Product management skills necessary to deliver and incrementally improve data products
* Prioritises accuracy and precision in their work
* Credible, articulate communicator – able to explain complex data stories and their implications in a clear and concise fashion
* Contribute to a positive and healthy team culture

## Key accountabilities

* 99.9% availability of core dashboard suite
* Delivery of bulletproof, scalable data products slate
* Delivery of new data models over FY24/25/26
* Positive and improving eNPS score

## Why you should join us at Moorepay

We’re passionate about making Moorepay a fantastic place to work for every single one of our 500 team members across the UK and India. The average service length at Moorepay is 12 years, which goes to show how much our colleagues enjoy working here.

To help make Moorepay a fantastic place to work, we focus on three things in our company culture: mental health support, a healthy work/life balance, and equal opportunities and inclusion for all.

Here’s what you’ll gain if you join our team:

* A career packed with opportunity, in a stable and growing company
* A choose-your-own benefits package, with benefits such as insurance, discounts, holiday trading, and much more
* A comprehensive programme of learning and development
* Generous pension contributions
* A competitive salary, often with performance-related bonuses and car allowances