

WE'RE HIRING!

MARKETING ANALYTICS EXECUTIVE

OUR VISION

We are radio people who make a difference

YOUR MISSION

To work with our extensive and varied network of clients across the UK to develop their understanding of data and ROI across offline and online advertising – delivering real insight that moves beyond reporting the numbers.

- Design and develop analytics reports which allow customers to track advertising campaign performance
- Audit clients' digital marketing propositions and recommend improvements
- Understand and advise in-house teams on Offline advertising to improve marketing ROI
- Work in partnership with in-house commercial teams and our digital marketing partners.
- Regularly meet with the Digital Manager to report on findings

YOUR EXPERIENCE

You will need to be smart, bold and engaging and can display our company values in the work you do; Bravery, Integrity and Passion. You should be as passionate about working in radio as we are and have a strong background in Marketing Analytics and User Experience.

- You will need to be able to analyse and interpret data.
- Impeccable time management and organisational skills are a must.
- You'll be an expert communicator and team player.
- Be able to create and plan multi-channel digital marketing campaigns
- Have a good eye for design
- Considerable experience in using Google Analytics and the ability to adapt to new platforms
- A degree in digital marketing or communications? Even Better!

YOUR PACKAGE

- Monday to Friday 0900 – 1730
- Salary is based on experience
- 25 days holiday
- Mobile phone

YOUR LOCATION

You will be based at Communicorp UK Head Office in Manchester.

YOUR TEAM

You will report to the Digital Manager

To apply, please email your CV and supporting cover letter to people@communicorpuk.com

FIND KEEP GROW

