

WE'RE HIRING!

MARKETING CAMPAIGN PERFORMANCE ANALYST

OUR VISION

We are radio people who make a difference

YOUR MISSION

To work with our high value direct response clients across the UK to analyse, plan and optimise their radio campaigns, delivering the best insight and high returns.

- Design and develop analytics reports which allow customers to track advertising campaign performance
- Audit clients' radio marketing propositions and recommend improvements
- Understand and advise in-house teams on radio advertising to improve marketing ROI
- Detailed planning of campaigns to optimize performance
- 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 commercially minded and team player.
- Be able to create and plan radio marketing campaigns
- Have a good eye for design
- Considerable experience in Excel and other analytics tools
- A degree in marketing analytics or data analysis? Even Better!

YOUR PACKAGE

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

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 cover letter to people@communicorpuk.com

FIND KEEP GROW

