



DIGITAL DATA AND ANALYTICS MANAGER



ABOUT THE ROLE

To play a key role in implementing and delivering Redrow's business objectives by providing key data and actionable insights. To support Redrow's Digital Transformation by driving the development of an innovative tech stack for marketing analysis while supporting with data driven decisions across the business. To be the responsible for Redrow's marketing data management. To ensure personas are correctly identified and constantly refined and adapted to the changing scenarios. To build a single customer view able to support the CRO and the CX improvement across the different stages of the customer journey. To oversee the marketing analytics and reporting while providing focused and actionable insights to different internal stakeholders and teams. To be a point of reference for the internal stakeholders on data analysis and reporting.

Responsible for: NA

Responsible to: Digital & CRM Manager

KEY RESPONSIBILITIES

- Support the Digital Transformation of the company by developing the tech stack for sophisticated reporting, BI and data-driven decisions
- Develop the framework for market insights, analysis and reporting to provide business and market insights
- Ensure data is accurate and fit for purpose, working with IT and agencies to configure, test and update configurations
- Analyse web & customer data from multiple sources and turning findings into actionable insights
- Define the personas and keep them up to date, ensuring proper support to campaign targeting and marketing automation
- Quantify benefits of digital initiatives and supporting AB testing with statistical analysis
- Work closely with the other digital teams to support CRO, SEO and customer journey mapping
- Liaise with a variety of stakeholders and support data-driven decision-making



THE PERSON

What kind of person are we looking for?

- Experience in a digital marketing role
- Strong analytical and organizational skills, capable of managing different data sources and interpreting qualitative and quantitative results
- Strong proactivity and problem-solving, capable of identifying solutions and providing guidance to the internal stakeholders
- Strong communication skills with the ability to present engaging marketing insight/data to support decision making
- Good understanding of e-commerce platforms, UX, customer journey and digital advertising
- Experience with visualization and BI tools (Google Data Studio, Power BI, etc...)
- Experience with Web Analytics tools (Google Analytics, etc...)
- Advanced knowledge of Excel
- Working knowledge of regular expressions, tags and trigger management
- Experience with A/B and multivariate testing
- Basic understanding of HTML

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.