



# CRM Analyst

## Business Analytics

**Role Purpose:** Playing a key role within the Business Analytics team, the CRM Analyst will be responsible for providing the data, analysis and recommendations to enable an optimised data driven CRM marketing programme. As an expert in customer needs focused, data driven marketing, you'll be Toolstation's lead in making sure our CRM Marketing is for the right audience, at the right time.

**Function / Business Unit:** Finance / CRM

**Location:** Working from home

**Reporting Line:** Head of Finance / CRM Manager

**Budget Responsibility:** n/a

**Team Management:** n/a

### Key Accountabilities / Responsibilities:

- Primary focus is to be the CRM team's expert in data driven marketing, providing reporting on its commercial and customer outcomes
- Also a key member within the Business Analytics team that provides reporting and insight across all functions in the organisation

### CRM

- Creating and maintaining dashboards that provide actionable insight into the ROI and effectiveness of campaigns
- Inform all direct marketing activity and customer lifecycle activity to drive sales and loyalty amongst customers
- Assist the CRM Manager to implement and refine the CRM programme for 2021 and beyond through providing appropriate analysis
- Use modelling skills to understand past purchase behaviours & predict future trends amongst customers
- Be proactive in initiating other analysis to add value to the CRM team
- Work with the insight team to ensure insight is turned into action effectively and efficiently
- Attribution modelling to be developed to fully understand the impact of the CRM programme and value of Toolstation's customer base

### Business Analytics

- Continue the development and access to the underlying data source using Big Query
- Share analytical knowledge across the team and work together on business reporting requirements
- Focus on data integrity and one source of the truth for all reporting across the business

### Required Skills & Experience:

- **Analytical** - Proven experience of using strong numerical and analytical skills to draw findings from data
- **Technical expertise** – Google Big Query experience desirable, advanced user of Excel, reporting tools (e.g. Google DataStudio, QlikView, Tableau, etc.). Knowledge of ESP reporting tools (e.g. Emarsys, Silverpop, Responsys or similar). Prior experience of customer database and analysis desirable but not essential
- **Data driven Marketing mindset** - Proven experience of direct marketing and customer database analysis. Experience in customer profiling and segmentation
- **Commercial business background** - Experience working with a multi-channel retailer desirable but not essential

### Your strengths:

- **Analytical** - Has the ability to analyse the integrity of data. Uses data to think through the best course of action despite incomplete or ambiguous information
- **Detail orientated** - Remains aware and takes care of details that are easy to overlook or dismiss as insignificant. Compares observations or finished work to what is expected to find inconsistencies
- **Researching** - Can pull information from stakeholders and other relevant sources to gain a full understanding of a topic or area
- **Teamwork and collaboration** - Recognises the importance of working collaboratively across the business. Knows how to get things done cross functionally
- **Customer focus** - Proactively seeks customer feedback to adjust and modify service strategy. Manages customer expectations and develops solutions to meet customer needs