



Job Details

Title: Marketing Campaign Analyst

Location: East Point Business Park, Dublin, Ireland

Duration: Permanent, Full-Time

About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door – you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

About the Role:

Working as a Marketing Campaign Analyst will provide technical and marketing support to the Customer Relationship Management team and other connected cross functional business units. You will work directly with, and report to, the Campaign Development and Analysis Manager and will be responsible for supporting assigned tasks and programs to enable the delivery of the customer contact plan. This role will be responsible for providing technical expertise using marketing automation tools including Unica and SQL to develop segmented audiences and targeted list selections for executing in marketing campaigns, surveys, and other list generation and analysis needs that support the organizational objectives. Responsibilities include developing Unica flows, business intelligence, and leveraging SQL coding, and other data mining tasks to support monetizing our consumer databases, supporting the production and deployment of campaigns utilizing technical skills and CRM best practices. The ideal candidate will engage and manage projects with internal partners against aggressive timelines.

Specific Tasks/ Duties:

CLM and CVM Execution Support (70%)

Support the implementation, execution and analysis of direct marketing campaigns, including email, direct mail, outbound calling and other consumer touch points.

- Develop Unica campaign work flows and leverage SQL coding where needed to develop targeted segments, campaign list selections, quality controls, and reporting that targets the Virgin Media consumer databases.

- Work with internal partners to understand objectives, segmentation, and list generation needs and requirements for Marketing campaigns and programs
- Assist in evaluating the effectiveness of direct marketing communications utilizing technical skills to derive campaign and prospect/member data for insights.

Reporting and Tracking (30%)

- Track CLM campaign data and results
- Assist with Marketing ad hoc queries and reporting, where needed for analysis and insights
- Assist and / or manage report generation and data selects as needed.

ORGANIZATION RELATIONSHIPS

- Collaborates with the CRM, Global Marketing, IT, and brand teams to ensure accurate, on-time implementation and communication for all programs
- Proactively forges partnerships with all members of the Marketing team and other cross functional partners
- Partners with outside companies and agencies, where needed

The Person:

- Advanced to expert skills with marketing automation tools such as Unica is a requirement.
- Technical background/knowledge is required, specifically familiarity with multi-dimensional, relational database systems such as Oracle, or SQL Server and with coding in SQL.
- Demonstrated analytical capability
- Strong attention to detail and highly organized
- Ability to work in a fast-paced environment and be flexible under pressure
- Highly organized; proven ability to manage multiple projects and deadlines
- Ability to communicate effectively and work with all levels of staff and management
- Strong time management skills and ability to reprioritize.

Minimum experience

- 2-3+ years working with marketing automation tools such as Unica
- 2-3+ years working with multi-dimensional, relational databases
- 2-3+ years coding in SQL, SAS SQL or other similar languages
- 3+ years with using and analysing customer data
- Previous experience working in a Marketing/Direct Marketing environment a plus.
- Position is located in Dublin, Ireland.

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension and of course, discounts on our fantastic mobile, broadband and cable.

Ready to TURN IT ON? Apply jobs@virginmedia.ie

Not your ideal job? Visit our career page to view all of our other open vacancies; <http://www.virginmedia.ie/careers>

Virgin Media is an equal opportunities employer. Having a diverse workforce is critical to the success of our business.