Salesforce Business Analyst

Employment Type
Permanent

Base Salary
£ £30,000 - £ £50,000

Industry
Salesforce

Description
Who is Hiring?
I am looking for a bright and dynamic Salesforce Business Analyst for a leading travel company in the UK. This is a rewarding career if you love data and deliver actionable insights. My client's company believes in empowering its employees who are target oriented and over achieve their goals. If you are looking for a similar role and have burning desire to grow in career, you are welcome.

Key Responsibilities
• Design and implement CRM tests and control group strategies
• Analyse customer data and provide valuable insights to the CRM team
• Establish key performance metrics to track progress
• Manage standard post-campaign analysis reports/insights.
• Set up process to evaluate loyalty programme performance
• Track the effectiveness of loyalty strategies
• Perform ad-hoc customer analytics to answer business questions

Requirements
• Very good presentation and communication skills
• Solid experience in CRM and campaign measurement,
• Knowledge in customer profiling/ segmentation and behavioural analysis
• Understanding of data-focused marketing and predictive analytics/models.
• Knowledge of SQL, Hive and SAS to analyse transactions, web/clickstream, campaigns
• Good knowledge of Marketing Cloud Salesforce database

Why You Should Not Miss This Opportunity
• Travel benefits for work and play
• A great pension
• Exclusive discounts and perks

Third Republic is a new breed of agency helping people skilled in advanced technologies to further their careers. We have a plethora of unique job opportunities for people skilled in Salesforce, Workday, MuleSoft, DevOps, AWS, Google Cloud, Azure, Architecture and Software Sales.

Please contact us on 0203 762 2667 if you would like to find out more about current market trends and other services, we offer such as CloudCareers, our talent management service helping people access the hidden job market.

Hiring organization
Third Republic

Job Location
Avalon house 57-63 Scrutton street, EC2A 4PF, London, London, United Kingdom

Valid through
April 30, 2020