

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

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Hiring organization

Third Republic

Job Location

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

Valid through

April 30, 2020