

Profile Marketing

Role Description	Marketing Planning & Analytics Our client is an International Insurance company
Org Unit	Direct report to , Head of MKT, Located in Madrid
Qualifications	<ul style="list-style-type: none"> • College or University degree (preferably in Business studies) or other comparable formal education • Experiences in Marketing/Marketing Controlling or Business analytics • Experience in marketing data/information analysis, design and administration • Analytical skills and generally a good understanding of numbers • Demonstrable experience and expertise in working with large scale commercial databases – eg. knowledge and application of SQ, Business Objects, SAS Enterprise Guide, predictive Modelling techniques and the capability to quickly understand new database systems • Computer literate and proficient in use of MS Excel and PowerPoint • Good knowledge of marketing processes • Experience in project management • Good inter-personal skills, good team player, good attention to detail, results focused (outcome driven). • Good understanding of the English language
Key accountabilities	<ul style="list-style-type: none"> • Accountability for developing, delivering and evolving the overall EGI Direct Spain Customer Proposition e.g. product, price, service, segmentation approach • Can influence business focus and priority by defined customer segment in order to optimise return on investment by customer • Support the marketing planning process with forecasting capabilities based on analytical analysis of the efficiency of different marketing tools and instruments • Ensure the effective delivery and accurate interpretation of marketing data analysis; using both personal data-mining and analytical skills and appropriate management of external resources • Produce regular Marketing-Performance reports including plan/actuals comparisons and graphical interpretation of the results • Ensure the conclusions of this analysis are used to drive profitable marketing activity • Research new data sources and support the development of tools and templates • Support the budget controlling • Regular review and analysis of competitive activities • Best Practice Sharing with European colleagues • Interface to the finance- and sales-controlling departments <p>Competitor activity tracking</p> <ul style="list-style-type: none"> • Responsibility to track and analyze direct competitor activities

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| | <ul style="list-style-type: none">• Put competitor activities in relation to our own strategy and elaborate recommendations to the Direct Board |
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