
We are looking for a self-driven and highly motivated *Marketing Analyst* to join our Marketing team as part of the Assisted Living & Health Care Business Unit.

The *Marketing Analyst* will play a vital role in supporting the Company's strategic growth by implementing strategic campaigns across multiple business channels. The role has a generalist marketing function, where analytics form a key part of it, as well as supporting all aspects of the marketing function with a digital bias including: online content management, analysis & reporting of site traffic, channel performance, conversion, and other key metrics. As well as supporting all internal and external stakeholders across the group entity.

Key Responsibilities:

- Provide insights from data analysis
- Analyse marketing campaigns to report on ROI and areas for improvements
- Collect and analyse data from customer's activities
- Identify industry/market/customer trends and behavioral changes
- Coordination of digital strategy for SEO/ PPC/Google AdWords
- Developing and reporting on e-marketing/ marketing automation campaign and schedules
- Monitoring and reporting on in-house digital platforms
- Digital content creation, website and page optimization and analysis
- Support social media planning and analysis
- Implement and monitor digital advertising and PR strategy
- Support lead generation strategy working closely with Telesales team in line with GDPR
- Developing marketing collateral for all market segments and identify new opportunities across all brands
- Supporting all aspects of event management both online and offline.
- Assisting marketing team with general administration and day to day tasks/ projects and activities.
- Building good relationships with both internal and external stakeholders
- Dealing with general requests from internal teams and external partners.
- Support new product launches to ensure that marketing aims are clear and implemented into the launch strategy
- To always abide by the Legrand Core Values and Code of Ethics and strive to meet and exceed the Group's Corporate Social Responsibility (CSR) commitments.

Job Competencies/Key Skills:

- Degree educated within a digital, Analytics or marketing discipline or CIM Professional Diploma would be desirable
- Ideally 2 years' experience in a similar role
- Strong analytical and data interpretation skills
- Excellent attention to details
- Highly computer literate (Microsoft Office / Adobe Creative Cloud / CMS)
- Familiar with marketing automation systems (Pardot or similar)
- Salesforce/ CRM systems
- Ability to build strong relationships and communicate at all levels.
- Excellent organisational skills and time management
- Familiar with PR & Advertising processes.
- Ideally Full UK Driving License.

Conditions:

- Reporting to: Kathryn Burton – Marketing Communications Manager
- Hours: Monday to Friday, 09:00Hrs – 17:00Hrs
- Base Location: Blyth with national and International travel required occasionally
- Type of role: permanent – subject to 6 months probationary period
- Salary: discuss during interview
- Company mobile phone and laptop
- Group Personal Pension Plan: up to 5% employer contribution available from start day
- Holidays: 25 days/year

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- Other Benefits: Employee Assistance Programme through EIC, Life Assurance Cover, Bike to Work Scheme, Staff Sales, Eyecare Vouchers (VDU), Flu Vaccination, Healthcare Cashplan, Hotel and Car hiring discounts

Applications by CV and covering letter to:

Kathryn Burton – Marketing Communications Manager Kathryn.burton@legrand.co.uk

Closing Date: Friday 28 May 2021

Legrand UK is committed to Equal Opportunities and Diversity