**Role Description & Person Profile**

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| Job title: | Marketing Data Manager |
| Reports to: | Head of Operational Marketing |
| Location: |  |
| Direct & Indirect Reports: | No Direct reports |
| Role Overview | As the Data Manager within the AB Dairy Operational Marketing team, you will be responsible for managing and analysing market data, ensuring the integrity and accuracy of data used for the development of our product, service and technology offerings and related Operational marketing Campaigns.  competitor and customer insights, and performance metrics. This role will work closely with the Category managers to optimise marketing strategies and ensure data-driven decision-making for our Product, service and Technology offerings. |
| Key Responsibilities: | * **Data Management & Integration:**   Manage and maintain databases that support marketing operations (CRM, marketing automation tools, etc.).  Integrate data from various marketing channels (email, social media, web analytics, etc.) to provide a holistic view of campaign performance and customer behaviour.  Ensure accurate data collection, validation, and reporting across all marketing systems.   * **Data Analysis & Reporting:**   Analyse market, marketing and financial data to derive actionable insights that inform operational decisions and improve marketing performance.  Design and generate reports on key metrics such as campaign performance, customer acquisition costs, conversion rates, and ROI.  Present findings to stakeholders and provide recommendations based on data analysis.   * **Campaign Optimization:**   Collaborate with the marketing team to assess and optimize marketing campaigns based on data-driven insights.  Track and monitor campaign results.  Identify trends, patterns, and areas for improvement in ongoing product, service and technology offerings and related marketing efforts.   * **Collaboration with Stakeholders:**   Work closely with Category Managers, Sales, Finance, and other departments to align data strategies with overall business objectives.  Ensure that marketing teams have access to accurate and timely data to support campaign execution.   * **Data Quality & Governance:**   Develop and implement data quality standards and governance policies to maintain the integrity of marketing data.  Ensure compliance with data privacy regulations and internal data policies.  . |
| Budget Responsibility: | No |

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| **Person Profile/Knowledge**  Experience, any formal qualifications and necessary keys areas of knowledge or experience. | | |
| **Essential** | | **Desirable** |
| Proficiency in data analysis tools (Excel, SQL, Google Analytics, etc.). | | 3 years of experience in data analysis, marketing analytics, or operational marketing, preferably with experience in managing marketing data. |
| Experience with data visualization tools (Power BI, etc.). | | Familiarity with CRM systems, email marketing platforms, and marketing automation tools. |
| Analytical Skills: Strong ability to analyse complex datasets and derive actionable insights. | |  |
| Communication: Excellent written and verbal communication skills to present data findings to non-technical stakeholders. | |  |
| Problem-Solving: Strong problem-solving skills to identify issues with data flow, system integration, or campaign effectiveness and propose solutions. | |  |
| **Key Behaviours** | * Detail-oriented with strong organizational skills. * Ability to work in a fast-paced, cross-functional team environment. * Proactive and able to manage multiple projects simultaneously. | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. |  | |