

Job Position: Audience & Performance, Marketing Analyst

Region: Local

Location: Toronto, Ontario

Business Context:

This role is responsible for supporting the brand teams in the definition and implementation of measurement strategies, producing meaningful marketing KPI and delivering frequent, cross-channel performance reports with actionable insights. The role will also involve conducting and advising on web conversion optimization and web personalization. The successful candidate will not necessarily come from a pure web analytics background but will have an excellent, in-depth level of knowledge of analytics, along with experience in strategic and analytical management of KPI delivery. This role will act as both a DBA and campaign analyst – so responsible for extractions, suppression, advising on how to improve data quality assets as well as analyzing data to support required insights for digital marketing programs.

Main Accountabilities:

- Provide analysis, reporting and insights on cross-channel campaigns and brand performance, often making recommendations for adjustment to marketing campaigns in-flight
 - Build custom analytics dashboards and reports that can effectively present digital performance to the appropriate audiences
 - Measure marketing effectiveness and value of media and web personalisation campaigns, and present actionable insights and recommendations based on data results and best practices
 - Support brand teams in the development of measurement plans for campaigns, audiences and A/B testing
 - Leverage data to gain insight into trends, user experience and behaviour in order to drive the appropriate digital marketing, mobile and social strategies
 - Advise on creation of use cases and personalised experiences for selected audiences
 - Advise the Digital Category Lead, Insight Specialist and CRM Lead on how to optimize their data quality, increasing value to be leveraged for future usage
 - Work with the CRM/DMP lead to brief appropriate audience selections for email, Media and web personalization campaigns
 - Expert and go-to person on Adobe Analytics and Adobe Target towards brands and brand execution team
 - Coordinate the execution of A/B tests, analyse test results for presentation to stakeholders and do in-flight reporting on the performance (web, email and advertising media)
 - Work in close collaboration with media agencies to determine which media needs to be tagged, which data needs to be collected and how this data can be used in campaigns
 - Construct test & learn marketing activity and analyse results for presentation to stakeholders
 - Understands the data-model and is responsible for extractions, suppression, advising on how to improve data quality
 - Data analysis of ad hoc requests
- **Secondary Accountabilities**
- Suggest experience optimisation for specific audiences (i.e. serving different content variations per audience to see what works best)
 - Ensuring standardisation, quality and best practices in analysis and reporting

Key Performance Indicators

- Primary delivery responsibility to both Global Categories & assigned brand teams
- Deliver multiple projects simultaneously; time and resource is managed by Digital Transformation Head
- Work with other Digital team and Business Intelligence team members to ensure all outputs are delivered on-time and in line with internal requirements

Experience/Training

The ideal candidate will help drive results by being optimistic, analytical and entrepreneurial; key skills:

- Has 2+ years of experience in business analytics
- Knowledge of how segmentation is applied in practice within data driven marketing environments
- Experience in working within a marketing/business intelligence environment
- Ability to use data visualisation to tell a story and be able to articulate findings to senior business stakeholders
- Experience working with reporting, analysis and visualisation software (eg Tableau, BI)
- Advanced Excel user
- Nice to have experience working with website optimisation tools for A/B and multivariate testing (ex. Adobe Target)
- Experience introducing new (digital) services or capabilities at a major organisation
- Passion for the digital world and its implications for business
- Logical thinker with 'data mindset'
- Experience in working in teams yet self-motivated and able to work with high levels of trust
- Passion for the social & digital world and its implications for business

If interested, please send your resume directly to Robin Hassan via email (Robin.Hassan@unilever.com)

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