**Marketing Data and Insights Analyst**

**About The Role:**

Are you passionate about transforming data into actionable insights that drive business growth? Do you thrive in a dynamic environment where your analytical skills can shape marketing strategies and enhance customer experiences?

At The 1:1 Diet, we're seeking a talented and strategic Marketing Data and Insights Analyst to join our team. In this pivotal position, you'll play a key role in leveraging data to inform marketing and communications strategies, with a prime focus on product, pricing, and digital performance metrics.

**Location:**

Corby, Northants - Hybrid

**Role Type:**

Permanent, full-time

As a key member of our team, you’ll be responsible for:

**Key Responsibilities:**

* Gathering, analysing, and interpreting data related to marketing and communications efforts across various channels.
* Developing and maintaining dashboards and reports to track key performance indicators (KPIs) across marketing campaigns, focusing on product performance, pricing strategies, and digital performance metrics.
* Conducting market research and competitive analysis to identify trends, opportunities, and challenges within the weight management and wellbeing industries.
* Collaborating with cross-functional teams to develop data-driven commercial strategies and marketing campaigns that resonate with target audiences, incorporating insights on product performance and pricing.
* Providing actionable insights on product performance, pricing strategies, and pricing elasticity metrics to inform decision-making and optimise revenue generation.
* Analysing customer segmentation data to identify opportunities for targeted marketing and personalised communications.
* Monitoring and evaluating the effectiveness of marketing and communications initiatives, providing recommendations for optimisation based on data insights.

**Am I the right person for this role?**

If you have a passion for leveraging data to drive marketing strategies and improve customer experiences, backed by a minimum of 5 years of experience in marketing analytics and product data analysis, you might just be the perfect fit. Proficiency in data visualisation tools and statistical analysis techniques is essential. Experience with CRM systems and marketing platforms is a plus.

**Other key success factors include:**

* Strong analytical skills with the ability to translate complex data into actionable insights.
* Excellent communication skills to effectively convey insights to non-technical stakeholders.
* Ability to work independently, prioritise tasks, and meet tight deadlines in a fast-paced environment.
* Knowledge of industry trends, best practices, and emerging technologies in marketing analytics and product data management.

**About Us:**

The 1:1 Diet is a leading provider of personalised weight management solutions dedicated to helping individuals achieve their health and wellness goals through tailored nutrition plans and support. Together, we aim to make a difference by transforming lives through effective weight management products and plans.

As an Employee-Owned company, we are committed to creating long-term ownership value for all our Employees, whom we call Employee Stakeholders, through various reward and benefits packages.

**Recruitment Process:**

Following your application, your details will be reviewed by a member of our team. If shortlisted, you'll be contacted for further discussion. Initial interviews will be conducted in the coming weeks, followed by a final stage interview at our Corby HQ.

Ready to shape the future of marketing and communications with data-driven insights? Apply today!