

## LE BOAT ROLE PROFILE

<b>Job Title</b>	Data & Analytics Executive
<b>Division / Department</b>	Le Boat
<b>Location</b>	Surbiton, UK

### What you will be doing

Using multiple market leading analysis tools including Google Analytics 360 and Tableau dashboards, you will identify customer behaviour patterns and insights, which will translate into business improvements across three core areas:

- Ecommerce and contact centre lead and sales optimisation
- Marketing campaign analysis
- Customer segmentation and insight

Your main tasks will include:

- The management, creation and analysis of weekly Tableau dashboards to identify sales conversion / optimisation issues and opportunities and recommend actions
- Developing our online data sources to better understand users flow through the Le Boat websites
- Analysis of key marketing campaigns and offers to help inform data driven business decisions
- Ad hoc analysis of customer data and insight to drive better targeting of online customer journeys, marketing campaigns and CRM activity

To succeed in this role you should have a natural analytical way of thinking and be exceptional at providing clear actionable insight.

### Key Accountabilities & Responsibilities

- Ecommerce and contact centre lead and sales optimisation
  - Maintenance and administration of **Google Analytics** and **Google Tag Manager**, using them to track and adjust customer data-driven campaign activity
  - Auditing of **online data layer** and business needs to ensure data is readily available
  - Manage and execute the development and use of our a data visualisation tool, to **produce weekly actionable insight reports** and dashboards
  - **Ad hoc** reporting and insight as required based on business requirements
  - Working with Digital Team to identify potential **website optimisations**
  - **Combining online and offline data** to track online activity through to offline sale
  - Using Customer Data to **optimise E-Commerce activity**, based on the predicted likelihood of prospects to respond to a range of different products, offers, timings, etc.
- Marketing campaign analysis

- Using customer data and different testing methods to **review and optimise the performance of campaigns** as they are live
- Gaining insights into campaign performance by analysing the **attribution** of results to different communication channels, platforms and offers
- Setting and measuring KPIs for customer data-driven activities, including **calculating return on investment**
- Customer segmentation and insight
  - Analysing customer data to identify distinct **segments** of people
  - Using customer data analytics tools **analyse and creating actionable insights** that identify which offers may work best for different customer segments
- Flexibility and willingness to support wider marketing and or ad-hoc projects

### What we are looking for:

- Minimum of **three year's** web/digital analytics experience
- Prior use of **Tableau** or data visualisation tool
- Someone who will act as an ambassador for analytics and **data driven marketing decision making** throughout the company
- Someone who considers themselves a **Google Analytics** ninja and preferably is certified
- Someone that can build strong relationship with specialist partners
- Experience in using the Microsoft Office suite with advanced **Microsoft Excel skills**
- **Excellent communication skills**, confident with senior management and able to clearly articulate thoughts and recommendations with **attention to detail**
- Experience in creating detailed reports and **giving presentations**
- Have a natural curiosity and passion for challenging assumptions made by the business
- **High energy** looking to learn and help make improvements and drive change
- Ability to work under **tight timelines** and quick turnarounds
- Ability to work effectively within a team as well as individually
- Ability to problem solve and be proactive in **decision making**
- Someone that will take a hands-on approach as there will be no direct people management responsibilities
- Be the **'go to' person** for Google Analytics and reporting queries
- Ability and willingness to undertake **occasional business travel** when required

### **Beneficial experience:**

- Strong SQL capability
- Previous use of website A/B testing tools
- Degree educated in preferably a marketing, maths or IT type discipline

### Working for Le Boat

Le Boat is a leading Travelopia brand and specialists in canal cruising, offering boating holidays in 16 destinations across Europe & Canada. We offer over 900 self-drive boats, across 45 source markets delivered by 6 sales offices in UK, Germany, France, Canada, South Africa & Australia. We see each team member as being key to our customers' satisfaction and in the growth of the business.

**About Travelopia**

Operating across the globe including Europe, Australia, North America and Canada, we're passionate about being the best and pride ourselves on the unique and diverse range of holiday experiences we offer our customers. Our combined businesses are the world's largest provider of specialist and experiential travel with a range of unique experiences, from private jets, polar expeditions, sailing, ski holidays and more.