

Role Profile: Marketing Analytics Manager

Business Unit: Job Family: Department name:		Megger Group Limited Group Customer Experience Marketing	
Core purpose: The Marketing Analytics Manager will ensure that all Megger marketing interactions delight our customers and contribute to the Megger business objectives. By creating the visibility and interpretation of data (internal and external) this person will ensure a continuous optimization of decision make around all (digital) Megger touchpoints.			
Role summary: The Marketing Analytics Manager will own all analytics (tools, measurement, analysis and reporting) for the digital Marketing team related to our digital experiences. Based on data, insights and alignment with stakeholders, they will question and interrogate why things are happening and develop data lead hypothesis to help the teams reach business objectives. They will respond to requests, but also proactively signal threats and opportunities to the broader digital marketing team.			
Reports to	Website Product Owner	Number of direct reports for role	0
Primary objectives <ul style="list-style-type: none">• Maintain an understanding of the Customer need as well as the internal Megger Business objectives.• Define products/platforms/solutions that address customers’ needs and collaborate with both the digital and development departments to ensure these products meet the specific objectives outlined by marketing and stakeholders.• Manage the solutions, establish all foundational designs, processes, procedures, governance and cadence both internally and externally related to UX Design, web optimization and Analytics and Reporting.			Customers Internal: <i>Marketing stakeholders</i> External: Megger end users/buyers

Main Responsibilities		
Key Result Area	Specific Activities	Measure
Analytics, Data Analysis and Reporting	<ul style="list-style-type: none"> Utilize analytics tools to track and analyse user behaviour on our digital platforms (Web, Email, Social, SEO, SEA). Create standardized reports for the various stakeholders in the digital team and broader marketing team. Ensure creation, deployment and use of standard work items to ensure proper tracking of various digital campaign activities (eg UTM tracking etc). Owns the implementation of Google Analytics, its accuracy and data integrity. 	<ul style="list-style-type: none"> Consistent and timely delivery of reports to rest of the team Delivery of insights helpful to the optimization of campaigns Creative thinking around what

	<ul style="list-style-type: none"> • Generate actionable insights from data to inform marketing strategies and optimize user engagement. • Implement and manage tracking systems for key performance indicators (KPIs) related to user experience. • Challenge teams with data lead hypothesis. 	the data is telling us
A/B Testing	<ul style="list-style-type: none"> • Design and propose A/B testing initiatives to optimize website performance, based on data lead hypothesis. • Advise and coach the digital campaign managers on the topic of A/B testing • Analyse A/B test results and recommend adjustments to improve conversion rates and user satisfaction. • Stay up to date on and own any A/B testing tools and solutions, advise the organisation on use of tools. 	<ul style="list-style-type: none"> • # of ongoing experiments and how they are connected to the overall objectives • Quality of the performed experiments

Experience, Skills & Knowledge required to be successful in role	
Technical Skills/Knowledge/Qualifications	Soft Skills
<ul style="list-style-type: none"> • Familiarity with web technologies and their impact on user experience. • Knowledge of content management systems (CMS) and their impact on user interfaces. • Knowledge of customer data and the CRM systems storing the data and the impact on marketing activities • Proficiency in using analytics tools such as Google Analytics, Adobe Analytics, or similar platforms. • Strong analytical skills to interpret data and draw meaningful insights and create hypothesis. • Experience in setting up and interpreting A/B tests for digital campaigns and websites. • Familiarity with data visualization tools to present insights effectively. • Understanding of the B2B marketing landscape, particularly in the context of manufacturing and test and measurement equipment. 	<ul style="list-style-type: none"> • Ability to effectively manage time, prioritize work, multitask across many assignments/projects and work in a fast-paced environment with a high degree of individual initiative and personal accountability. • Ability to build and maintain strong working relationships with program stakeholders, business stakeholders, program team, project teams, subject matter experts, external partners, and third parties. • Excellent communication skills to convey complex ideas and findings to both technical and non-technical stakeholders. • Enthusiastic, flexible, and creative whilst ensuring cadence, structure, and certainty in delivery. • Creative problem-solving skills to address UX challenges and enhance user satisfaction. • Critical thinking skills to evaluate data, identify trends, and make informed recommendations for improvements. • Ability to adapt to evolving technologies and industry trends.

	<ul style="list-style-type: none"> • Commitment to continuous learning and staying updated on data analytics best practices.
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Job Level	<input type="checkbox"/> Individual contributor <input checked="" type="checkbox"/> Leader of People/Senior Level Individual contributor <input type="checkbox"/> Leader of Leaders
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Shared Values
<p>Caring</p> <p>Putting the customer first, both external and internal customers to meet their needs and stay abreast of changing landscapes. Actively develop close, mutually beneficial, working relationships with colleagues and customers.</p> <p>Captivating</p> <p>Develop exciting, game-changing solutions and leading the change management process behind outside-of-the-box thinking to invigorate positive mindsets around those changes</p> <p>Consistent</p> <p>Be a marker of positive, consistently insightful and creative thinking with a focus on positive changes within the company.</p> <p>Creative</p> <p>Be prepared to solve and work out options within the team, think positively about new approaches or alternative ways to solve any problems. Actively seek out opportunities for improvement and feed these back into the business.</p> <p>Confident</p> <p>Build strong relationships and comprehensive plans based on input from the business and customers that serves as a foundation for the confidence within yourself and from others to lead incremental change.</p>

Benefits
<ul style="list-style-type: none"> • Excellent training and development opportunities • Career development in a growing multinational company • Life assurance scheme • Employee health plan • Contributory Salary Exchange Pension Scheme • 25 days annual leave + UK bank holidays • Day off for your birthday • Flexible working • Early finish on Fridays • Seasonal Travel Ticket Loan Scheme • Discounted football membership - Dover Athletic FC • Free fruit Tuesdays + Thursdays • Breakfast mornings – Mondays and Wednesdays • Subsidised refreshments from the Company's canteen • Free parking on site in the designated parking bays • Access to YourMegger a health and benefits portal offering a number of

discounts for colleagues including a Cycle to Work Scheme and Electric/hybrid car buying scheme

- Eyecare vouchers
- Free flu vaccinations