

Media And Marketing Analytics Specialist

Coles Supermarket • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Skills

MARKETING

DIGITAL CAMPAIGN

ROI

Full job description

Media & Marketing Analytics Specialist Coles Supermarkets Melbourne
 Requisition ID: 17212 Employment Type: Full time Good things start here This could be the very first step towards an exciting new career with us a fresh beginning. At Coles Group, these are moments we live for. Starting good things is what drives our purpose: to sustainably feed all Australians so they can lead healthier, happier lives. With a team of 120,000 people and an iconic portfolio of Australias most trusted brands, were perfectly positioned to turn a promising start into a whole lot more. About the role Our Customer Experience and technology (CXT) team withing our eCommerce function is significantly growing as we continue to invest in delivering the best digital shopping experience for our Customers. Our Analytics and Optimisation team are now seeking a Senior Media and Marketing Analytics specialist to join the team. You will partner closely with the digital marketing team to drive actionable change in how we run marketing and media activity by having a deep understanding of the impact of segments, messages, offers and channels on our customers and ROI. What youll be doing You will be part of the analytics and insights squad and will be responsible for providing insights on campaign performance and well as providing actionable insights for the planning of future marketing and media activities. You will design tests to understand the performance of campaigns, audiences, and channels. Youll also: * Define and track key KPIs for marketing and media activities. * Define & identify campaign audiences based on campaign objectives. * Manage the distribution of targeting data to multiple destinations in various formats * Maintain a clear view of audience usage, health, size, and underlying data that is powering them and have an understanding how audiences can be activated * Automating the reporting

Job details

-  Date posted
04 Jun 2021
-  Expired On
22 Jun 2021
-  Category
Marketing & Advertising
-  Occupation
Other
-  Base pay
\$0 - \$0
-  Contract type
Permanent
-  Work type
Full Time
-  Job mode
Standard/Business hours
-  Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

where possible and finding process optimisation opportunities * Assist in supporting other Coles teams in understanding how digital audiences can be used and reported on. Good things you'll need: We're after a customer obsessed insights and analytics professional with prior experience in web, campaign and media analytics within an agency or client side. You'll also need:

- * The ability to analyse data to reveal new actionable insights that have driven real business value.
- * Experience in designing, implementing and analysing tests to understand the effectiveness of campaigns.
- * To have a solid understanding of attribution models and marketing channels.
- * Experience with Adobe Marketing Cloud suite of products, primarily Adobe Analytics and Adobe Audience Manager highly beneficial.
- * A highly collaborative style, able to engage with a diverse range of stakeholder to meet targets.

#LI-MAR Why Coles? We're committed to making this a great place to work, from day one. From flexible working arrangements to discounts across all our internal brands (including 5% off at Coles supermarkets!), there are plenty of reasons to love working here. Explore all this and more at our Coles Careers website. For everyone who shares our passion We encourage applications from people of all ages, nationalities, abilities and cultures including Aboriginal and Torres Strait Islander peoples, the LGBTQI+ community and people living with disability. We're happy to adjust our recruitment process to support accessibility needs so reach out to us at www.careers.colesgroup.com.au > Careers for everyone > Disability employment. We'd love to meet you! If you have the skills, experience and motivation to succeed in this role, please take the next step and submit your application.