

## Analyst, CRM Insight

### Role Description:

This role supports Carnival UK's two great brands, P&O Cruises, which has the largest UK market share of cruise holidays, and Cunard, a legendary luxury brand. You will be part of the growing Digital Insight team and work closely with other team members and other stakeholders within Marketing, eCommerce & CRM.

As the CRM Insight Analyst you will have responsibilities covering analytical areas to support the P&O Cruises and Cunard CRM teams with selection optimisation, split testing, strategic insight, data integrity and needs specification, analytics, and reporting. You will use proven methodologies to identify areas for improvement and opportunities to enhance the guest journey through inspiration, selection, buying and remembering their holiday in order to improve NPS, our ticket yield and cross sale of on-board product.

<b>RUI:</b>	<b>1582</b>	<b>Grade:</b>	<b>CUKog</b>
<b>Directorate:</b>	Carnival UK Strategy & Data	<b>Reports to:</b>	Manager, CRM Analytics
<b>Function:</b>	Carnival UK Business Analytics	<b>Team:</b>	CRM Insight
<b>Direct reports:</b>	n/a		

### Accountabilities:

- Responsible for reporting on CRM performance through data visualisation, providing context around the numbers achieved and providing insight as to what has driven performance. Create and deliver engaging presentations that tell a story and crystallise action amongst key decision makers.
- Develop and embed insight, reports and approaches that track guest sourcing by guest's attitudinal, demographic and behavioural segments. Drive understanding of their differing expectations, needs, wants and desires in the commercial proposition.
- Contribute to the measurement of CRM initiative's and campaign's impact on guest acquisition, retention and profitability.
- Contribute to the test and learn approach to improving CRM guest sourcing and profitability. Advise on tracking requirements on new CRM initiatives
- Work collaboratively with agency partners, supporting and challenging where appropriate, to deliver actionable insight and/or meaningful change.
- Develop data analysis which provides the appropriate degree of scientific rigour to business decisions.
- Embed insight findings into the business by engaging with key stakeholders via communication tailored to the audience and objective at hand.
- Act as first point of contact for P&O Cruises, Cunard, and agencies with requests, questions and issues related to CRM analytics.
- Collaborate with business stakeholders to determine new analytical requirements resulting from changes to CRM and wider business strategy.
- Contribute to the development of reporting templates and deliver the results of campaign performance to key stakeholders that highlight campaign optimization needs to deliver maximum return on investment.

### Health, Environment, Safety, Security (HESS) Responsibilities:

- Lead by example by taking care of the health and safety of yourself and others.
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager, team leader.
- Follow safety rules and procedures.
- Use work equipment, personal protective equipment, substances, and safety devices correctly.
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve risk assessments.
- Actively promote safe working within your team and encourage safe behaviours.
- Demonstrate safety leadership in accordance with our safety leadership behaviours.

<b>General Responsibilities:</b>	
<ul style="list-style-type: none"> <li>Adhere to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).</li> </ul>	
<b>Scope:</b>	
<b>Leadership &amp; Communication:</b> <ul style="list-style-type: none"> <li>Champion the use of CRM insight data and how to get the best from it, making recommendations for future activity based on detailed scrutiny</li> <li>To have a strong understanding of CRM analytics tools, and the ability to explain technical complexities to non-technical colleagues.</li> <li>Keeping abreast of the latest trends and innovations in marketing analytics and communicating these regularly with the wider business.</li> <li>Presenting your findings to senior-level audiences and helping them understand the impact on our guests</li> <li>Manage and prioritise stakeholder expectations, incoming CRM requests and the CRM activity pipeline</li> </ul>	
<b>Problem solving:</b> <ul style="list-style-type: none"> <li>Problem solving is an important function of the role, but equally important is the conviction &amp; confidence to then translate theoretical understanding into practical solutions</li> <li>Spotting the potential to implement innovative new methodologies and improve analytical procedure</li> <li>Identifying problems is key, but more important is the ability to drill down and find the root cause in order to maximise the result and create wider benefit.</li> </ul>	
<b>Insight:</b> <ul style="list-style-type: none"> <li>"Test, measure, refine, and repeat" to enhance our understanding of what the guest wants from us, what optimises our interactions with them and how best to feed this back into the business to generate change</li> <li>Using available data sources to deep dive and troubleshoot campaign (and overall) performance issues and propose methodical optimisation tests, both on-site and campaign based</li> </ul>	
<b>Impact:</b> <ul style="list-style-type: none"> <li>CUK profitability via the growth of direct bookings , and through the delivery of CRM Insight</li> <li>CUK guests &amp; their life cycle journey from enquirer to repeat booker and beyond</li> </ul>	
<b>Demonstrable Behaviours:</b>	
<ul style="list-style-type: none"> <li>Guest and customer centric approach, passionate about enhancing the service being offered across the team.</li> <li>Strong communicator in all its forms across all levels of the organisation. Have the ability to express themselves easily and challenge others in a flexible and diplomatic manner.</li> <li>Be able to influence effectively and successfully across a wide variety of stakeholder groups, at peer level and senior management, and lead new working practices.</li> <li>Always looking for ways to improve personally and to the way things work.</li> <li>Focussed on prioritising the right things and planning to ensure success</li> <li>Decisive, 'can do' attitude whilst maintaining a clear focus on problem solving and seeing action through to delivery.</li> <li>Innovator who can develop new ideas and ways to improve the service we offer.</li> </ul>	
<b>Knowledge, Experience and Qualifications:</b>	
<b>Qualifications – essential:</b> <ul style="list-style-type: none"> <li>A Level – including Mathematics and or a Science or equivalent qualification</li> </ul> <b>Knowledge/ Experience – essential:</b> <ul style="list-style-type: none"> <li>Experience using CRM analytics software such as Apteco Faststats &amp; People Stage.</li> <li>Analytical competencies to work with large data sets, identify trends, interpret and inform decision-making</li> </ul>	<b>Qualifications – desirable:</b> <ul style="list-style-type: none"> <li>Educated to degree level or similar, preferably in a numerical field</li> </ul> <b>Knowledge/ Experience – desirable:</b> <ul style="list-style-type: none"> <li>Demonstrable experience as a data analyst, insight analyst, or similar</li> <li>Data visualisation tools, e.g. Tableau, Python, PowerBI</li> </ul>

<ul style="list-style-type: none"><li>• Ability to interpret complex data and make concise recommendations.</li><li>• Strong Excel abilities in manipulating data (vlookups and pivot tables, other advanced formulas)</li></ul>				
Issue Date:	Feb 2020	Issued by:	Hannah Maun – Manager, CRM Insight	
REWARD ONLY	Grade: CUKog	RUI:	Date Approved:	Initials: