



### Job Description

Job Title :	CRM Data Modeller
Department :	Customer Insights
Reporting to (Job Title) :	CRM Optimisation Manager
No of Direct Reports :	Nil
Titles of Direct Reports:	N/A
Size of Department:	15
Budget Responsibility (direct) :	£0
Revenue Responsibility (direct) :	£0
Date of issue:	September 2018
Issued by (name):	Rehana Ahmed

#### Overall Purpose of Role:

As part of an exciting journey to bring the guest into the heart of decision making within Carnival, the Customer [InsightsAnalytics](#) team develops strategic and tactical guidance to improve guest acquisition, reduce CHURN and increase advocacy. Responsibilities within the team include Customer Relationship Management (CRM), below the line marketing effectiveness including digital analytics, guest analysis to support trading decisions and improving the overall journeys to achieve true guest satisfaction.

Carnival have a wealth of guest data, and within the Customer Insights team there is a growing need to enhance our data modelling capabilities within our decision making process. The focus of this role will be to improve the understanding of our guest behaviours right from early acquisition through to reducing churn and increasing advocacy, by delivering actionable insight from our guest data.

Responsible for iterating and developing our current propensity models, you will enhance the guest segmentation used to frame our business and communication strategies. This will involve incorporating new data sources into existing models in order to improve the models performance or outputs and developing new models to enable more effective marketing and business strategies.



## **Main Activities and Responsibilities**

### **Strategic Leadership**

- With others, lead the application of data modeling within guest data analytics to support and develop guest centric strategies.
- Develop toolkits to support the measurement and understanding of our targets and KPIs, delivering insight into understanding the key drivers of performance.
- Develop an understanding of different guests needs and applies this to formulate and enhance CRM journeys.
- Actively seek out ways to improve the CRM lifecycle and reduce churn by developing panoramic view of the guest profile.
- Coach and lead others in putting the guest at the heart of decision making.
- Balance data, judgment and intuition based on experience and expert knowledge to get decisions made.
- Go beyond accepted ideas to challenge existing methodologies and generate new ways to get better results.
- Seek out and accepts new ideas, experiences, opportunities, and ways of doing things.
- Demonstrate a healthy dissatisfaction with the status quo. Initiate and manage meaningful change within areas of responsibility.
- Act with a sense of urgency and determination, always with the end result in mind. Display a bias toward action. Take ownership of work and accepts full accountability for results.
- Approach and complete work with the fewest resources necessary to achieve exceptional results.
- Stand up for what is right when executing the most important priorities despite personal risk, fear or perceived barriers.

### **People Management & Development**

- Work closely with other analysts, digital team and marketers to share knowledge, evaluate opportunities and pro-actively recommend improvements in data, systems, experimentation and propositions.
- Coach the team and wider organisation in understanding guest data modeling techniques and guest analytics to ensure guest data is placed at the heart of the decision making process.
- Build diverse relationships based on visible differences and differences in styles, thinking, and approaches. Recognise and value the perspective and thinking provided by people of different backgrounds and cultures.
- Promote and work collaboratively with cross-team and cross-department colleagues to achieve a consistent and joined up approach to deliver company priorities. Be open, honest and communicate positively, clearly and succinctly.
- Actively coach and mentor others to bring out their best. Share knowledge, skills and experience with the goal of raising the competence level of the group. Find ways to institutionalise learning through improved systems, processes or approaches. Identify best practice and act as a resource for this.
- Listen to learn. Seek out and bring in external concepts, learning, and insights. Keep up to date with current thinking, issues, and trends. Take personal responsibility for knowing what colleagues and associates value most. Present awareness of own strengths and limitations.
- Contribute to an environment in which others feel free to express their ideas.



- Search proactively and broadly, both internally and externally, for knowledge and learning opportunities to grow personal capability.

### **Commercial, Marketing and Sales Responsibilities**

- Champion the use of guest data in commercial, marketing and business decision making.
- Build relationships with commercial and brand teams at all levels to understand objectives, operational needs, development plans and commercial performance to grow the influence of customer [insightsanalytics](#).
- Proactively understand stakeholders and commercial needs, develop briefs which deliver against them. Consider all options to address this need from deep analysis to existing or self serve insight. With the wider analytics team, prioritise opportunities to maximise the benefit to both short term and long term profitability.
- Lead the development of new data sources, seeking to improve the quality of data, analysis and create efficiencies in process.
- Lead the execution and development of regular reporting and insight to marketing, sales and commercial to ensure guest sourcing and profitability is at the forefront in their minds driving tactical decision making and tracking strategic initiatives.
- Develop and embed insight, reports and approaches that track guest sourcing by guest's attitudinal, demographic and behavioral segments. Drive understanding and proactive management of their differing expectations, needs, wants and desires in the commercial proposition.
- Lead the measurement of commercial initiative's and campaign's impact on guest acquisition, retention and profitability. Proactively seek out opportunities to influence initiative and campaign design to include effective guest sourcing KPIs, measure and report on their progress against these measures.
- Lead the development of guest sourcing targets based on a foundation of analytical science augmented by initiative or campaign targets.
- Lead the understanding of the drivers of guest sourcing, drawing data from multiple sources. Bridge between overall targets to granular, actionable insight that upon action will drive improvements in long and short term profitability. Create and deliver engaging presentations that tell a story and crystallize action amongst key decision makers.
- Lead the creation of insight to support strategic guest sourcing plans, feeding into reviews that are led by the Sales and Marketing SVPs.
- Manage ad-hoc queries as they arise, understanding, improving and challenging their impact. Prioritise those which deliver the greatest value.
- Demonstrate the impact of guest analytics' insight on driving profitability.
- Lead test and learn approach to improving guest sourcing and profitability, influencing key stakeholders to engage with customer [insightsanalytics](#) early in the design process and seek out opportunities to demonstrate the value of scientific measurement.

### **Guest Experience Responsibilities**

- Understand the impact of guest experience on guest sourcing, retention and advocacy.
- Contribute to the understanding of the impact of commercial, marketing and sales activities on guest satisfaction.
- Contribute to the measurement of commercial initiatives' impact on guest satisfaction.



- Leverage guest satisfaction data to drive commercial performance as opportunities arise.

#### **Technical (including systems) and/or Professional Responsibilities**

- Build and iterate data models for guest segmentation and personalisation using appropriate statistical and machine learning techniques.
- Identify patterns and connect different pieces of information to deliver unobvious insights. Draw information from diverse and varied sources. Find important connections between different pieces of information. Sort through the data to identify key issues and think through alternatives.
- Create engaging and effective data visualizations which clearly and concisely deliver insight.
- Propose and develop data products which allow others to explore and understand guest data.
- Propose and develop new systems or approaches which seek to manage and influence the business to apply guest data to effective decision making and overall ensure improvement of the efficiency of customer ~~customer~~ insights ~~work~~ analytics work.
- Work collaboratively with agency partners, supporting and challenging where appropriate, to deliver actionable insight and/or meaningful change
- Propose and develop statistical models and data analysis which provide the appropriate degree of scientific rigor to business decisions.
- Embed insight findings into the business by engaging with key stakeholders via communication tailored to the audience and objective at hand.

#### **HES 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/supervisor/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 Experts as required to review and approve ship risk assessments.
- Actively promote safe working and encourage safe behaviors.
- Demonstrate safety leadership in accordance with our Elev8 safety behaviors.

#### **General Responsibilities**

- Adhere to Corporate Policies and Procedures, including Code of Conduct, Data protection, Audit Procedures and any control related responsibility for financial or personal data entered, stored, or reported via business systems within employee's control (list not exhaustive).
  - Undertake ad hoc duties as required.
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#### **Other Features of Job (travel, hours of work, working conditions etc.):**

- Occasional ship visits.
- Visits to partner, agencies and suppliers.
- Flexible working available upon discussion with line manager.
- Location: Southampton Offices



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## Person Specification

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Job Title: CRM Data Modeller

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Department: Customer [InsightsAnalytics](#)

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### Education, Qualifications and Training

- A good degree in a numerate subject (e.g. maths, statistics, operational research, economics, science, engineering).
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### Experience

#### Essential:

- Is comfortable manipulating and analysing complex, high-volume, and multi-dimensional data from varying sources in a Cloud environment (AWS or Google Cloud Platform).
- Has an expert knowledge of analysis tools and languages such as Python or R.
- Has previous experience in building classification models using techniques like regression, random forests, XGBoost etc.
- Has a good understanding of data architecture and data engineering.
- Strong data visualisation skills using tools such as Tableau
- Experience in A/B Testing
- Manipulating data and creating reports using MS Excel, SQL, R & Python.
- Ability to interpret complex data and make appropriate business recommendations.
- Significant experience in statistical data analysis.
- Experience in presenting information to groups and individuals effectively and persuasively.
- Strong commercial acumen is a must.
- Previous experience of working in a customer/guest/user focused environment.

#### Desirable

- Experience of working in a large multi-brand global organisation.
  - Experience in junior team member mentoring and development.
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### The candidates who will be successful and excel in this role will naturally:

- Have a passion discovering new trends and innovative data driven ideas that help us optimise CRM strategy.
- Strive in a constantly changing environment and adapt easily to changing requirements and priorities.
- Enjoy fact finding, assessing and analysing data and working out what is at the heart of the issue in a calm and logical manner. Has exceptional attention to detail that others may miss.
- Approachable style with a 'can do' attitude and a highly evolved 'customer service' approach, which is delivered by paying attention, taking ownership of the business issues and solving them.



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- Can explain things clearly. Comfortable with having conversations at all levels of influence in a calm and diplomatic manner.
- Be able to work with minimal supervision, use initiative and demonstrate drive.
- Love working in a team, both immediate and cross-functional.
- Be persistent, determined and keep going even when things are tough. Strive to overcome obstacles in their way.