

# LAITHWAITES

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| <b>Position Title</b>       | CRM & Customer Analyst   |
| <b>Reports To</b>           | Matthew Jennings – Head of Data & Insight  |
| <b>Overall Job Purpose</b>  | <p>To support the CRM and wider marketing teams by delivering actionable customer insights, campaign performance analysis, and data-driven recommendations.</p> <p>This role will be pivotal in helping the business understand the performance of CRM and Marketing activity and therefore enabling more personalised, effective and measurable customer engagement strategies across all channels.</p>   |
| <b>Key Responsibilities</b> | <p><b>Customer Insight &amp; Reporting</b></p> <ul style="list-style-type: none"><li>• Build, enhance and maintain a suite of dashboards and reports covering CRM, campaign performance, and customer behaviour.</li><li>• Deliver regular and ad hoc analysis to support campaign planning, segmentation, and targeting.</li><li>• Collaborate with CRM and marketing teams to define KPIs and success metrics.</li><li>• Ensure data accuracy, consistency, and compliance with GDPR and internal governance standards.</li></ul> <p><b>Campaign &amp; CRM Analytics</b></p> <ul style="list-style-type: none"><li>• Incrementality Testing: Design and execute holdout vs. treatment experiments to measure the true impact of CRM campaigns—especially across catalogue and email channels. Use these insights to optimise targeting and reduce wasted spend.</li><li>• Email Performance Analysis: Track and interpret email engagement metrics (open, click, conversion, unsubscribe) and link them to customer value and lifecycle stage. Identify trends such as unsubscribe spikes and their commercial impact.</li><li>• Customer Segmentation: Apply our segmentation and predictive modelling capabilities to identify high-value segments and enable the CRM team to tailor communications accordingly.</li><li>• Attribution Modelling: Support the development of multi-touch attribution frameworks to understand the role of CRM in the broader marketing mix.</li></ul> <p><b>Collaboration &amp; Communication</b></p> <ul style="list-style-type: none"><li>• Act as a bridge between CRM, marketing, and tech teams to ensure data is structured and accessible for insight generation.</li><li>• Contribute to a culture of data literacy by sharing insights and best practices across departments.</li></ul> |
| <b>Essential</b>            | <ul style="list-style-type: none"><li>• Strong analytical skills with experience in SQL, Power BI, or similar tools.</li><li>• Proven ability to translate data into actionable insights for email and DM campaigns</li><li>• Experience working with CRM platforms (e.g. Adobe Campaign, Braze, Bloomreach) and customer data.</li><li>• Understanding of data privacy and governance principles.</li></ul>   |
| <b>Preferred</b>            | <ul style="list-style-type: none"><li>• Experience in customer analytics, business intelligence, or related roles, preferably in the retail or consumer goods industry.</li></ul>  |

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|   | <ul style="list-style-type: none"><li>• <b>Technical Proficiency:</b> Expertise in data analytics, digital marketing analysis, and data visualisation tools.</li><li>• <b>Project Management:</b> Strong organisational skills with the ability to manage multiple projects and deadlines.</li><li>• <b>Problem-Solving:</b> Ability to identify issues, analyse data, and develop solutions.</li><li>• <b>Story telling:</b> ability to take complex data and turn it into understandable and actionable insight that can be applicable across all levels of seniority and capability within the business.</li><li>• <b>Communication:</b> Excellent verbal and written communication skills, capable of presenting complex information clearly and concisely.</li><li>• <b>Business Acumen:</b> Strong understanding of CRM and Customer business processes and strategies.</li></ul> |
| <b>Personal Qualities and Skills</b>  | <ul style="list-style-type: none"><li>• <b>Detail-Oriented:</b> Meticulous attention to detail to ensure data accuracy and integrity.</li><li>• <b>Innovative:</b> Creative thinker who can develop innovative solutions to complex problems.</li><li>• <b>Collaborative:</b> Strong team player with the ability to work effectively with cross-functional teams across different regions.</li><li>• <b>Adaptable:</b> Flexible and able to thrive in a fast-paced, dynamic environment.</li><li>• <b>Analytical Mindset:</b> Strong critical thinking skills with a data-driven approach to decision making.</li><li>• <b>Customer-Focused:</b> Dedicated to understanding and enhancing the customer experience through data insights.</li></ul>   |
| <b>Reviewed</b>   |   |
|   | This is a permanent full-time position, working 35 hours per week. The role will follow our hybrid working pattern with at least 3 days per week based in the Theale office.  |
| Doing Things Beautifully is at our core. We are an equal opportunities employer and welcome applications from anyone regardless of race, sex, sexual orientation, religion / belief, age or disability. |   |