

<b>Production Park</b>	<b>Job Description</b>
<b>POST TITLE:</b> Marketing Analyst (1 FTE)	<b>REFERENCE:</b> PP2020
<b>AREA OF WORK:</b> Production Park including Backstage Academy and XPLORE	<b>DATE COMPILED:</b> October 2021
<b>SALARY RANGE:</b> £28,000 to £33,000 (dependent on experience)	<b>HOURS PER WEEK:</b> 40 Hrs
<b>PROBATION PERIOD:</b> 3 Months	<b>STANDARD WORKING HOURS:</b>  08:30-17:30 Monday – Friday  (Occasional weekend and evening work will be required)
<b>NOTICE PERIOD:</b> 3 Months	<b>START DATE:</b> ASAP
<b>HOLIDAY ENTITLEMENT:</b> 25 days & Bank Holidays	<b>END DATE (If applicable):</b> N/A
<b>FIXED TERM or PERMANENT CONTRACT:</b> Permanent	
<b>IMMEDIATE LINE MANAGER:</b> Marketing Director	
<b>DESIGNATION OF ANY STAFF LINE MANAGED BY THE POST HOLDER:</b> None	
<b>JOB PURPOSE:</b>  As the Marketing Analyst, you will play a pivotal role in improving the marketing activities of Production Park, Backstage Academy and XPLORE by using data analysis to demonstrate what works and what doesn't. Ultimately, you will be integral to the organisation's marketing strategy and driving revenue across the group. You will love data and be passionate about using it to present ways to improve marketing and business activity.  You'll focus on 3 key areas: <ol style="list-style-type: none"> <li>1. Market research - you'll explore potential new markets, assess competitors and their pricing</li> <li>2. Data analysis - you'll translate data into actionable insights to optimise our marketing activities (e.g. websites, social media and CRM)</li> <li>3. Reporting - you'll produce regular reports on marketing effectiveness and recommendations for improvement.</li> </ol> The role of Marketing Analyst will be part of a newly formed group-wide marketing department responsible for raising the awareness and enhancing the reputation of the Production Park group of companies through multichannel marketing activity under the direction of the Marketing Director.  The Production Park Group includes: <ul style="list-style-type: none"> <li>• Production Park - <i>the destination</i> - the campus on which all members of the group and over 20 tenants (live events businesses) are located.</li> </ul>	

- Production Park Studios - *the studios* - rehearsal studios in Yorkshire and London.
- Backstage Academy - *the higher education provider* - a small & specialist institution with over 200 students offering degrees for the live events industry.
- XPLORE - *the innovation centre* - a research and innovation centre for the live events industry.

This is a rare opportunity for an analytical and data driven specialist to work in a truly unique environment in the heart of the live events industry - a place where the world's biggest artists come to rehearse and build their sets, where industry professionals innovate, and where the next generation of live events professionals are born.

## **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

Within the scope of the above job purpose:

**Main Responsibilities** (in collaboration with the Marketing Director and other colleagues):

Data and System Management:

- Management of marketing systems including Google Analytics, Tag Manager, Hubspot and social media platform insight tools
- Support in the set up and management of tracking and tagging for email, social media and other marketing activity
- Maintain company Data Dictionary and ensure consistency globally.

Reporting and Insight:

- Present data to stakeholders in engaging reports, dashboards, segmentations and models on sales and marketing activity pulling in data from CRM, Google Analytics, social media insight tools and other sources
- Establish a framework to automate marketing reports and create custom dashboards for different company verticals
- Manage, improve and update existing marketing reports
- Analyse performance of online activity including company websites and social media activity and making recommendations for improvement
- Use conversion funnel and website behaviour analysis to provide insight and inform UX improvements
- Support the Marketing team with the development of data flows and email automations.

Market Research:

- Conduct market research into potential new markets in entertainment technology and production
- Conduct competitor research to identify organisational USPs and competitive advantage
- Conduct pricing research to inform the organisation's cross-channel pricing strategy
- Any other reasonable duties as required by the Marketing Director.

## **SPECIAL REQUIREMENTS**

The post-holder will be expected to work evenings and weekends when required, with time off in lieu.

All staff are expected to comply with Production Park's Health and safety and Equal Opportunities policies in the performance of their duties.

N.B. The post-holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.



Production Park		Person Specification	
Post Title: Marketing Analyst		Reference: PP2020	
Area of Work: Production Park including Backstage Academy and XPLOR			
Attributes	Essential	Desirable	Assessed at Application (A) or Interview (I)
Experience			
At least 2 years' experience of working in a marketing analyst / data management role	X		(A, I)
Experience in relevant systems such as Google Analytics, social media insight tools, Google Tag Manager, CRM and CMS systems	X		(A, I)
Experience working in a data driven environment	X		(A, I)
Knowledge			
Exceptional knowledge of data management, digital marketing and CRM	X		(A, I)
Understanding of the live events industry, entertainment technology and production		X	(A, I)
IT Literate (MS Office, emails, internet & social media use)	X		(A, I)
Organisational and personal skills			
Ability to work autonomously (with direction)	X		(A, I)
Attention to detail and the ability to interpret and communicate information effectively	X		(A, I)
Excellent presentation skills.	X		(A, I)
Exceptional eye for detail	X		(A, I)
A friendly professional manner and appearance	X		(A, I)
Proactive approach to problem solving	X		(A, I)

Self-motivated, ambitious and results orientated with an ability to thrive under pressure	X		(A, I)
Strong interpersonal skills and experience of dealing directly with a wide variety of people.	X		(A, I)
Flexible approach to working, excellent time management skills.	X		(A, I)
Ability to work independently, as well as in a team.	X		(A, I)
Positive attitude and an eagerness to learn	X		(A, I)
Considerable personal initiative, professional approach and judgement in interpreting course of action and setting priorities	X		(A, I)
Demonstrable commitment to developing new skills and personal professional development	X		(A, I)
<b>Qualifications</b>			
Educated to degree level in maths, statistics, marketing or related subject area	X		A
Full driving license	X		A

This is a description of the role requirements as it is presently constituted. It is the company's practice to periodically review job descriptions to ensure that they accurately reflect the role requirements to be performed and if necessary, update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the role-holder.

### **Recruitment – Note to Applicants**

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.