



AVK UK Limited is part of the AVK Group; market leaders in the supply of valves, fittings and flow control equipment to the Water, Waste Water, Oil and Gas industries throughout the world.

A vacancy has arisen for a Marketing Data Analyst based at our site in Staveley.

In this varied role, you will work closely with our Customer Engagement and Insight Manager in generating market and customer data. You will take ownership of the Microsoft Power BI – Business data analytics platform, collating and linking data into one easy to read resource. You will capture, manage and input data from various sources for market research and competitor analysis.

We are looking for an analytical professional with the enthusiasm for sourcing information, understanding data with the ability to interpret trends and patterns.

DUTIES:

- Design and present data via Microsoft Power BI – Business data analytics
- Collate and link data from a variety of sources
- Interpret patterns and trends
- Support CRM Super Users
- Help implement modifications to CRM to improve the quality of information
- Gather data on consumers, competitors and market conditions
- Design and build easy-to-understand reports and dashboards
- Provide ad-hoc data analysis and report development support as required

The role will suit someone who is relatively inexperienced, that is well familiar with data analytics and Power BI.

KEY SKILLS / EXPERIENCE:

- Experience measuring, mining and generating data from multiple sources
- A data orientated individual with experience of Power BI
- Previous experience of working in a business intelligence focussed role
- An advanced user of Excel, SQL and Google Analytics
- Strong analytical and problem solving skills
- Ability to present complex data clearly to non-technical audiences
- Highly diligent in ensuring accuracy and consistency

If you want to join a progressive and successful organisation and you have a passion for product marketing, then we would like to meet you



The AVK UK group of companies is part of the globally renowned AVK group who are based in over 90 countries and known as one of the leading innovators and manufacturers of high-quality valves and fittings for the water, wastewater and gas industries worldwide.



HR2di Job Description

Job Title: Marketing Data Analyst	Company / Department: AVK UK, Staveley
Reporting to: Customer Engagement and Insight Manager	Responsible for: n/a
Other Working Relationships: Internal All UK based AVK businesses, Internal & External sales, BDMs, AVK Group (CRM team, Global Marketing, BI and Group IT) External Customers, 3rd party marketing and data support, industry bodies.	
Main purpose of the job: To assist the Customer Engagement and Insight Manager in generating customer understanding gained from robust research and data analysis To help the AVK UK Business run more effectively and efficiently through data analysis, reporting, dashboarding, and special projects. To play an important role in ensuring that all data is fit for purpose by managing the data to a high level of quality.	

Responsibilities/Duties

To collate data from a variety of sources and interpret patterns and trends and what they mean for the business;

To support UK CRM Super Users for the UK based AVK sales companies (AVK UK, FGL, Glenfield Invicta);

To help implement modifications to CRM, liaising with AVK Group CRM to improve the quality of information available to the business;

To gather data on consumers, competitors and market conditions;

To design and build easy-to-understand reports and dashboards that will support the Customer Engagement strategy

The role will suit someone who is relatively inexperienced, but is well familiar with data analytics and Power BI

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.



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HR2d/ii Person Profile

	Essential	Desirable	Identified by?
Qualifications	Bachelor’s degree in Computer Science, Information Technology, Marketing or equivalent work experience		Application form CV
Skills/ Attributes	A deep interest and strong ability in conducting data analysis; Strong numeracy and accuracy skills; Ability to present back insights clearly to non-technical audiences; Great attention to details		CV Interview References
Knowledge	Advanced knowledge in Excel; Good knowledge of Power BI; Proficient Microsoft Suite User	Familiarity with social media analytics and Google Analytics	Interview References
Relevant Experience	Experience measuring, mining, and generating insights based on data from multiple sources; Experience with a data visualisation using Power BI; Experience in using Microsoft Dynamics CRM	SQL experience	Interview CV
Personal Qualities	Ability to manage multiple priorities in a fast-paced environment		Interview References
Appearance/ Disposition	Smart Friendly Authoritative Confident		Interview
Circumstances		Driving licence	Interview



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