Marketing Data Analyst

Join the Anglo-American University as a **Marketing Data Analyst (part-time position)**.

Looking for an exciting opportunity to utilize your data analytics and strategic skills in a dynamic and innovative educational environment? This is a unique opportunity for a highly motivated individual to work in an international environment, leveraging data-driven insights to support our marketing, recruitment, and acquisition efforts. Join us in shaping the future of our institution, and make a meaningful impact on our community!

Anglo-American University (AAU) is a prestigious and internationally recognized institution located in the heart of Prague. With a commitment to providing quality education and a vibrant learning environment, AAU offers a wide range of degree programs to students from around the world.

Anglo-American University in Prague seeks a highly motivated and detail-oriented Marketing Data Analyst to join our marketing team. This role is responsible for supporting our marketing and acquisition strategies through data analysis, competitor analysis, consumer insights and persona development.

The ideal candidate will be responsible for analyzing and visualizing data, identifying trends, and creating actionable insights to help inform marketing strategies and campaigns. He/She will create and execute surveys to current and prospective students, alumni, and other target groups in order to collect relevant data for analysis. The candidate will work closely with our digital marketing and creative teams to develop and execute campaigns and initiatives that align with our strategic goals.

The candidate must have experience in collecting and analyzing data from CRM systems, marketing automation tools, website analytics, social media analytics, and other relevant data sources. Additionally, the candidate should have a strong interest in using AI technologies and tools to enhance data analysis and marketing strategies.

Main responsibilities:

- Collect, clean, visualize, analyze, interpret, and communicate data from various sources to identify trends and provide insights for marketing and sales strategies
- Develop and execute surveys to current and prospective students, alumni, and other target groups
- Create and maintain consumer personas based on various demographic, psychographic, and other methodologies
- Conduct competitor analysis and market research to inform marketing and sales strategies
- Provide recommendations for optimizing marketing, sales, recruitment, and communication efforts
- Provide research and analysis to support the development of new programs based on stakeholder requests and market trends

- Work closely with the digital marketing and creative teams to develop and execute campaigns and initiatives
- Stay up-to-date with the latest data analysis techniques, technologies, and tools
- Continuously monitor and evaluate the effectiveness of marketing and sales strategies and campaigns based on available data analytics tools.

Profile:

- Bachelor's degree in marketing, data science, statistics, or related field
- Minimum of 3 years of experience in marketing data analysis
- Strong analytical and critical thinking skills with the ability to draw conclusions from data and provide actionable recommendations
- Proficiency in data analysis tools such as Excel, Google Analytics, Tableau, and others
- Knowledge of market research methodologies and survey creation
- Experience with CRM systems, marketing automation tools, and social media and web analytics
- Excellent communication skills with the ability to present complex data in a clear and concise manner
- Interest in using AI technologies and tools to enhance data analysis and marketing strategies
- Fluency in English
- Knowledge of Salesforce CRM is a plus.

We offer:

- Multicultural, international environment
- Possibility of personal development (taking university courses free of charge)
- 5 weeks of paid vacation per year
- 5 sick days per year
- 1-hour lunch break included in working hours (for the full-time job)
- Multisport card (party paid by the employer).

Interested candidates should send their CV and a cover letter to Lucie Kacovská at lucie.kacovska@aauni.edu. The **review of the applications will start after the 15th of November 2023 and will continue until the position is filled**. It is expected that the selected candidate will assume the position as soon as possible or upon agreement. For more information about the University, visit the website of Anglo-American University www.aauni.edu