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| **Vacancy Details** | Customer Insight Manager |
| Vacancy location | Office 14 Alexander House, 40A Wilbury Way, Hitchin, SG4 0AP |
| Number of vacancies | 1 vacancy |
| Employer website | [www.amazingapprenticeships.com](http://www.amazingapprenticeships.com) |
| About the employer | Amazing Apprenticeships are a small team with a big mission. We’re here to help educators, employers and students navigate the fast-changing world of apprenticeships. Our positively charged, inspired team has a wealth of experience in the public and private sectors, working in and with schools, colleges and some of the world’s biggest and boldest companies. We’ve seen first-hand the difference that employers can make to apprentices – and that apprentices can make to their employers. That’s why we’re committed to communicating a new understanding of apprenticeships – one in which everyone appreciates the huge opportunities on offer.  We deliver national projects designed to inform and inspire England’s students about apprenticeships on behalf of the National Apprenticeship Service. We arrange bespoke support packages for schools and colleges who want to increase awareness of apprenticeships. We create and deliver resources from posters and guides to films and live broadcasts with some of the country’s most prestigious employers. |
| Vacancy Job Title | Customer Insight Manager |
| Salary | £25k - £30k depending on experience |
| Short description of the role | A hugely exciting opportunity has arisen for a professional and experienced Customer Insights Manager to join our team based in Hitchin, Hertfordshire. This is a fantastic opportunity for someone to further their career by working with a company that delivers national projects on behalf of the government to inspire the country about apprenticeships.  You will be responsible for overseeing digital optimisation and analytics across all markets and digital channels, managing data analytics and research projects to identify key trends across the organisation in order to maximise customer engagement, customer satisfaction and channel conversion.  You will work both strategically and operationally to gather, interpret and disseminate analytical insights across all digital functions, making recommendations and implementing solutions. You will advise on informing campaign design, performance and improvements to constantly drive performance across all channels. |
| Vacancy type | Full time, permanent role (will consider part time) |
| Contact details | [Hello@Amazingapprenticeships.com](mailto:Hello@Amazingapprenticeships.com) |
| Working week | Mon - Thur 08:30 – 17:00  Friday 08:30 – 16:30  (1 hour unpaid lunch break) |
| Paid hours per week | 37.5 hours  We are willing to consider aligning this post to school term-times by offering a 40 week per year contract. |
| Closing date for applications | Friday 31st May |
| Interviews | w/c 10th June |
| Possible start date | w/c 17th June |
| Vacancy description | * Work across team to ensure a data-driven culture with full support from Director and senior managers, working closely to pull together digital performance reports for projects and campaigns. * Review all digital functions to ensure that they capture the required relevant metrics, insights and analytics including: * Performance metrics across digital channels and platforms * Content and campaign performance * User journey and behaviour * A/B testing activity and results * Ongoing customer satisfaction and conversion * Provide actionable insights, report on metrics and lead on developments and improvements to existing systems using past data to add value to the creation of new content/campaigns. * Be responsible for leading customer insight projects, from taking the brief to designing the approach and delivery (including focus groups, customer surveys as required) * Work closely with the Comms Manager to ensure that effective tracking and tagging is in place to measure the performance of new content/campaigns and optimise existing content. * Carry out regular assessment of user experience to evaluate the effectiveness of all digital functions across all devices. * Develop and run the analytics platforms as well as further system selections where relevant. * Maintain knowledge of key trends and industry innovations. * Use your analytical skills to identify any key opportunities for the business to support us to grow and excel in the industry. * Manage and maintain strong external relationships with any third party that becomes key to the role |
| Experience | * Minimum of five years' experience working in a Customer Insight or Market Research role * Track record of turning data insights into actions to drive performance * Experience in using data analytic platforms including Google Analytics, Data Studio, Twitter Analytics * Experience of optimising customer journey through data driven design, user-centred design and user testing * Experience of deploying A/B testing and methodologies * Experience in report writing and presenting analytics to different audiences |
| Essential Skills | * Excellent communication skills – ability to convert and translate complex data into digestible insight. * Excellent analytical skills – Google Analytics / Data Studio / Advanced Excel skills * Highly organised, logical and able to prioritise and multi-task * Proactive about learning new ways to understand data * Enthusiastic about data analysis * Obsessed with customer experience * A calm, friendly and professional manner * Work effectively under pressure * Positive and practical can-do attitude * Teamwork and the ability to foster good working relationships |
| Desired qualifications | * GCSE A\* in English and Maths * Chartered Institute of Marketing (CIM) qualifications * An interest in apprenticeships and education * Relevant professional qualifications / professional development courses in specialist software programmes |