

CRM Analyst

Purpose:

The CRM Analyst focuses on experimentation, econometric modelling and the creation of actionable marketing insights driven from CRM campaigns. This role is pivotal in analyzing customer acquisition and retention performance, designing measurement frameworks and building predictive models that influence commercial and strategic decisions.

Key Responsibilities:

- CRM planning and email building across all stadium business lines.
- User segmentation optimization. Filter and analyze groups of customers to detect risk, engage proactively and avoid churn.
- Develop the email automation strategy and user flow and look to build new ones that aid our customer retention efforts.
- Test and learn what works and what doesn't with A/B tests.
- Develop a roadmap for CRM that has improvement of customer LTV at its core
- Management of our CRM agency.
- Steering the long-term strategy for multichannel automation, while also working across the business to identify and scope potential special projects e.g. SMS, refer a friend.
- Turning customer data into actionable insights. The candidate will be extremely data driven and able to interpret analytical models and identify new opportunities

Experience Minimum Requirements	Education Minimum Requirements
• 4 - 5 years of experience in sales focused on ticketing operations.	• Bachelor's degree in Marketing, Business Administration, Data Analytics or a related field.