**Position Description**

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| Job Title:  | Senior Campaign Analyst |
| Reports to:  | *Head of Campaign Operations: Foxtel Premium*  |
| Division:  | Foxtel Premium Business Unit |
| Department:  | Customer, Marketing and Revenue |
| Leader Level: | Self Leader |
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| **Your impact** |
| As the Senior Campaign Analyst, you will be accountable for executing and supporting direct campaign activities for a wide range of internal stakeholders, including sales, marketing, customer service, research, and technology teams. You will work in an agile environment to ensure campaign initiatives are effectively tailored to meet each department's unique needs.As a Senior Campaign Analyst, you will take a lead role in the preparation and execution of campaigns, offering critical analytics to inform planning and sizing efforts. Your responsibilities include identifying the necessary data attributes, exploring alternative approaches to campaign strategies, and ensuring alignment with business requirements and the capabilities of existing campaign management systems.Additionally, you will generate and present data-driven insights to refine campaign targeting strategies, proving the value of leveraging data and analytics for smarter business decision-making.Success in this role requires a self-driven professional with strong business acumen, technical expertise, and excellent communication skills. A solid understanding of targeted direct campaign processes, campaign management systems, and relational databases is essential, as is a commitment to delivering high-quality customer service. |

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| **Your responsibilities** |
| * Conduct detailed assessment of all campaign data briefs – Audience orchestration, channel implementation and delivery. Facilitate workshops to develop business requirements and technical requirements.
* Act as the subject matter expert for all data attributes to be used for campaign planning and delivery.
* Lead the development of data and data processes to support campaigns that drive growth opportunities and customer engagement.
* Lead initiatives to understand existing challenges and business problems, suggest ways to improve targeting through accurate and timely reporting and the use of previous campaign findings to fine tune/improve marketing effectiveness.
* Perform analytics to identify opportunities to optimise, simplify and automate campaigns. Includes Pre of new campaign opportunities and Post campaign analytic
* Track performance of campaigns, including customer response and key commercial metrics.
* Develop business and technical requirements for new data attributes, system capability or channels. Take ownership of new requests, lead end-to-end working collaboratively with IT and Marketing teams.
* Document campaigns, including segmentation, audience targeting, a/b testing and customer journey.
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| **Your experience and capability** |
| * Experience: 5+ years of hands-on experience in customer campaign execution, preferably in subscription media, telecommunications, or banking.
* Campaign Platforms: Familiarity with campaign platforms such as Adobe Campaign, Unica, or Salesforce Marketing Cloud.
* Technical Skills: Strong SQL skills and a solid understanding of relational databases
* Analytical Mindset: Demonstrated ability to leverage data-driven insights to optimize campaign strategies, improve decision-making, and enhance overall performance.
* Data-Driven Solution Mindset: data-driven marketing, marketing analytics, and lead management.
* Innovative Thinker: Creative and pragmatic approach to problem-solving.
* Communication Skills: Excellent communication skills, with the ability to collaborate effectively across diverse stakeholders.
* Agility: Ability to manage conflicting priorities in a fast-paced, agile environment, demonstrating resilience and adaptability.
* Mentorship: Experience mentoring junior team members, contributing to a positive team culture.
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| **Our purpose and values**  |
| Our purpose is to bring home Australia’s most valued entertainment experience. To help us achieve this, we have a set of values to guide how we behave and operate as a business, as a team, and as individuals: **Customer First:** We put our customer relationships first. We think customer in every decision.  **Own It:** We take on the responsibility to bring home the best value.  **Authentic:** We give people a fair go and talk straight.  **Change the Game:** We make Foxtel different, better and special.  **Win Together:** We love being the underdog that wins. Together we are an unstoppable team.  |