



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING ANALYST
Position no:	NEW 5909
Team:	[Audiences]
Department:	Audience Data & Insights
Location:	Various
Reports to:	PRODUCT INSIGHTS LEAD - CONTENT 50067810
Classification:	Technologist
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 7]
HR Endorsement:	27/09/2024

Purpose

Support delivery of data-driven campaigns to drive growth and engagement of ABC audiences, including end-to-end marketing analytics requirements, audience analysis and insight, campaign targeting and modelling, data execution, and measurement.

Key Accountabilities

- Under broad direction and In conjunction with the Marketing and Media teams, design and build analytics for data-driven marketing campaigns including experimental design, optimisation, and measurement.
- Liaise with the Product Insights Lead to conduct deep analysis into Audience data and behavior to drive insight, identify key campaign opportunities, and support data-led decisions and prioritisation.
- Work with Analytics, Marketing, and Media teams, to conduct quarterly analytical reviews of marketing activities.
- Manage the design and implementation of the marketing analytics framework in collaboration with Analytics, Marketing, and Media teams to ensure best practice approach and efficiencies across data insight, targeting, experimentation, and measurement.
- Use highly advanced analytics techniques such as predictive modelling to optimise marketing activities.

- Prepare and maintain documentation of analytics and experimental research and prepare and present engaging presentations for a broad range of technical and non-technical stakeholders.
- Liaise with stakeholders and research partners to generate and leverage research insights that provide evidence-based guidance on personalisation priorities.
- Support the ABC Audiences team with insights, data, and research expertise to help bolster the growing culture of experimentation and measurement.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or equivalent highly developed skills, knowledge and experience in data science, business analytics, behavioural sciences, or in a data-driven consumer organisation. Demonstrated extensive skills in marketing analytics, ideally in a media organisation, with a deep understanding of customer-focused data analytics.
1. Demonstrated substantial experience with experimental design, analysis, and reporting in a relevant discipline ideally a marketing organisation where you have optimised marketing activities.
2. Demonstrated experience partnering with Marketing and/or Media teams to deliver acquisition and retention campaigns including generating data insights, defining and building data requirements, and measuring performance.
3. Excellent ability to effectively communicate analytic and experimental research outcomes in written, verbal, and visual media to both technical and non-technical audiences, and present findings to stakeholders
4. Significant experience performing analytics in a modern cloud environment (Redshift, Snowflake, Databricks etc). Highly advanced experience using SQL to access and model large datasets, and Python or any other advanced analytics software package to analyse and visualise data. Highly advanced ability to analyse complex data from a variety of sources, including SQL databases, web services, JSON, and CSV.
5. Extensive experience with Microsoft Office, including Excel, Powerpoint, Word, Teams, and Sharepoint. Experience in JIRA/Confluence also helpful.
2. Experienced with the modern digital marketing stack and tools including tools like SFMC, Tealium & Paid Digital Marketing tools, and demonstrated experience with Business intelligence tools such as Microsoft Power BI or Tableau
3. Excellent communication and interpersonal skills, including the ability to work in a range of diverse teams, and to represent the ABC in industry forums and working groups
4. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable, and Open & Transparent
5. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles, and a commitment to adhere to these; particularly in relation to complying with health, safety, and wellbeing requirements in the workplace, and acting in accordance with the ABC Principles
6. **Diversity and Inclusion:** Ability to effectively communicate and build relationships with people from a diverse range of backgrounds, both in-person and remote



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