

## CRM Insight Analyst (6 month FTC)

### Description

We recognise the value in having people with a variety of backgrounds, experience and skills in our business. That means the role requirements here should be seen as a guide, not a checklist. If you have more, less or different experiences, but really relevant skills, we'd love to hear from you. We work flexibly and will help you to find a healthy balance of remote working and time in our fantastic Southampton office, collaborating, taking part in events and getting to know people that makes working with us so rewarding. We welcome the opportunity to discuss reduced hours and job share arrangements.

### The Role

This role supports Carnival UK's two great brands, P&O Cruises, which has the largest UK market share of cruise holidays, and Cunard, a legendary luxury brand. You will be part of the growing CRM Insight team and work closely with other team members and other stakeholders within Marketing, eCommerce & CRM. As a CRM Insight Analyst you will have responsibilities covering analytical areas to support the P&O Cruises and Cunard CRM teams with audience optimisation, split testing, strategic insight, data integrity and needs specification, analytics, and reporting. You will use proven methodologies to identify areas for improvement and opportunities to enhance the guest journey through inspiration, selection, buying and remembering their holiday in order to improve NPS, our ticket yield and cross sale of on-board product.

- Responsible for reporting on CRM performance through data visualisation, providing context around the numbers achieved and providing insight as to what has driven performance. Create and deliver engaging presentations that tell a story and crystallise action amongst key decision makers.
- Contribute to the measurement of CRM initiatives and campaign's impact on guest acquisition, retention, and profitability.
- Develop data analysis which provides the appropriate degree of scientific rigour to business decisions.
- Collaborate with business stakeholders to determine new analytical requirements resulting from changes to CRM and wider business strategy.

Our role categories range from CUK15 (entry level) to CUK1 (Brand President) so you can clearly see internal development opportunities. This role is a CUK09 and is offered on a 6 Month Fixed Term Contract basis, with hybrid working in our Southampton office, a minimum of 3 days per week.

### About You

Fresh ideas and different perspectives are what excite us most and help us to succeed. Alongside bringing these to the role, you'll also need.

- Experience as Data Analyst, Insight analyst, or similar
- Analytical competency to work with large data sets, identify trends, interpret and inform decision-making.
- Ability to interpret complex data with an eye for detail and make concise

### Hiring organization

Candidate-1st

### Employment Type

Full-time

### Beginning of employment

asap

### Job Location

SOUTHAMPTON, HAMPSHIRE,  
United Kingdom

### Working Hours

40

### Base Salary

euro USD 40K - 73K \*

### Date posted

May 18, 2024

recommendations.

- Experience using Data visualisation tools such as Tableau, PowerBI etc
- Strong Excel abilities in manipulating and connecting data

### **Being part of our team has its advantages...**

We're a holiday company so we know there's more to life than work. Our comprehensive range of benefits are designed to help your personal and financial health and wellbeing.

- Home and office-based hybrid working, working with 3 days per week in the office
- Recognition scheme with prizes and awards
- Employee Discounted Cruising plus Friends and Family offers
- Regular office events including live entertainment, lifestyle events and charity partner fundraisers
- Extensive learning and development opportunities
- Employee-led networks
- Employee Assistance and Wellbeing programmes
- Company paid Health Cash Plan and health assessment
- In-house Occupational Health help and access to digital GP
- Life Assurance
- Parental and adoption leave
- Employee Shares Plan
- Electric Car and Cycle to Work schemes
- Onsite restaurant offering range of healthy cooked and grab and go meals
- Discounted retail and leisure via discounts portal
- Minimum 25 days leave, bank holiday allowance and holiday trading scheme
- Contributory Defined Contribution Pension scheme
- A friendly welcome with help settling in

**Please note:** Being able to create unforgettable holiday happiness is a brilliant opportunity so we often receive high volumes of applications for our roles. In these cases we may close our job adverts early and aren't able to consider applications once this happens.

### **#LI-Hybrid**

#Job Functions: Marketing; Accounting / Auditing; Research;

#LI-KP1

Holidays are one of life's greatest pleasures. Having the chance to relax, escape and explore is a magical thing. And there is no better holiday than a cruise.

No one knows cruising like Carnival UK, where talented people from across the globe come together to create unforgettable holiday happiness. As part of the world's largest holiday travel and leisure company, we take enormous pride in bringing to life two of the most iconic brands from Britain's rich seafaring heritage, P&O Cruises and Cunard. Collectively they have been delivering unbridled joy, boundless adventure and lifelong memories to millions of people for over 350 years. And in a multi-million pound global holiday market, where cruising has barely scratched the surface, we have the opportunity to do that for many, many more people.

Our diverse yet tight knit teams share high standards, heartfelt values and passion for our purpose. Our Culture Essentials describe the expectations we have for ourselves and of each other, in building a culture that supports safe, sustainable, compliant operations and celebrates diversity, equity and inclusion.

It's through the successful delivery of these extraordinary travel experiences for our target markets and our distinctive culture, that we hope to become Travel's Employer of Choice.

### **How the process will look like**

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

### **Job Benefits**

USD 40K – 73K \*