



ANALYTICS & DATA MARKETING ASSISTANT

Status: Full-time contract

Pay: Competitive depending on experience | Location: Victoria, London

MINIMUM 1 YEAR OFFICE EXPERIENCE

Who are Inception Group?

Inception Group are London's leading immersive hospitality group. Founded in 2009 by entrepreneurs Charlie Gilkes and Duncan Stirling, the company operates a group of bar, restaurant and club concepts in South West and Central London.

All our venues are unique, well-reviewed destinations. Our core brands are Mr Fogg's, Barts, Cahoots, Bunga Bunga, BungaTINI and Maggie's. There are currently 12 locations, with more launching this year.

Company Values

- DO THE BEST, FIRST
We innovate, we excel and we do things differently
- EVERYONE MATTERS
Treat other people how you want to be treated
- HOSPITALITY, NOT SERVICE
Putting customer experience first

Roles & Key Responsibilities

- Weekly and monthly reporting and analysis - creating insight that drives change
- Use data analytics tools and techniques to identify patterns in customer behaviour and perform analysis to address customer issues
- Assist with understanding the digital customer journey and, in turn, improving and personalising this
- Using granular data segmentation to assist in building targeted data pools for email campaigns and social media ads
- Optimising Retention Marketing KPIs, including customer repeat booking rate
- Carry out regular quantitative and qualitative research on customers to understand our conversion data using surveys, polls, heat maps and recordings
- Adhering to Data Protection Legislation, ensuring any potential breaches of security are identified and reported
- Working continuously on optimising our marketing opt-in rates
- Creating and increasing our customer marketing database

Requirements

- Excellent commercial Data Analysis experience
- Experience using Google Analytics (including implementation, set-up and analysis)
- Experience in integrating web analytics with A/B testing
- Previous experience with Microsoft Excel
- Close attention to detail
- Effective organisation skills
- Good time management and realistic approach to management of deadlines

How to apply

Email a copy of your CV and covering letter to the Senior Digital Marketing Manager at emine@inception-group.com .