

INSIGHT SPECIALIST

OVERVIEW:

We are a vibrant team of digital marketing experts fusing B2B content marketing strategy, creation and content amplification with the very best [demand generation](#) techniques and technological innovations. We do this because we're passionate about [creating outstanding content](#) experiences for both our clients and [B2B communities](#).

We are looking for an Insight Specialist to be the data and reporting specialist within our Insights & Intelligence team. This role will be a super user of Bombora and IFP insights and you will help ensure a data driven approach throughout the campaign process, whilst delivering proactive recommendations to help drive growth.

RESPONSIBILITIES (Unleash Your Talents):

- **Commercial Planning** - Work with the Account Development team to add value and make recommendations based on audience insights for clients to action in order to ensure campaigns are strategically focussed and deliverable.
- **Campaign Activation** - Create and export Bombora audience segments to activate against content syndication, programmatic and paid social campaigns.
- **Customer Success** - Support with Insight Reports to demonstrate market trends and campaign activity, to help make recommendations on next steps/future activity based on results and shifting trends. Supplement where relevant with additional insight around competitors, audience, and content.

Support our Customer Success Managers with proactive insights and recommendations to support growth of key accounts in the US and UK.

KEY ATTRIBUTES:

- We're looking for self-starters who are quick to learn, quick to develop a commercial understanding and who can work off their own initiative.
- Must have a perfectionist approach, keen attention to detail and be very organised to be able to cope with the pressure of a fast-paced work environment.
- The role is suited to someone who is comfortable working both independently but also within a team.

KEY EXPERIENCE NEEDED (What we are looking for in our next team player):

- Previous experience in the B2B marketing industry is preferential, but not essential.
- Previous experience in a data, reporting or analytics type role would be an advantage.
- Must be PC-literate and have advanced Excel and PowerPoint skills.
- Previous experience with PowerBi would be an advantage but not essential.

To apply for this role, please send your CV and covering letter to: hr@inboxinsight.com