

Senior Marketing Automation Analyst

Motors

Reports to:	Position Level:	Direct Reports:	Location:	Job Code:
Senior Marketing Manager - Customer Engagement	Team Member	No	Auckland/Wellington	TMA5

Who is Trade Me?

Trade Me is New Zealand's most influential ecommerce platform, and our vision is to be the place 'Where Kiwis look first'. We want to be the first place that Kiwis find a job, a rental property, their new house, new car, the first place Kiwis want to work and where they go first to buy and sell new and used items.

Our Values:



**Customer
Aroha**



**There's no "I"
in Trade Me**



**Don't be
a dick**



**Hunger like
Ed Hillary**

Why this role is important to us:

As part of the Customer Engagement team, the role will work closely with customer lifecycle managers to scope, develop and create targeted campaigns, insights and automation for Trade Me Motors. Also working closely with our data science, analytics engineering and data platforms teams to identify opportunities, prepare data models and manage reporting data pipelines respectively. This is a hands-on role where you'll use your knowledge in data technologies and wrangling/analysis skills combined with your campaign and insights experience to create exceptional data driven marketing campaigns.

What you'll do:

- **Campaign launch, optimization and testing:**
 - Work with marketing teams to support a data driven approach to omni channel marketing campaigns and target audiences.
 - Conduct A/B tests and multivariate experiments to optimise campaign effectiveness and drive continuous improvement.
 - Analyse test results and provide recommendations for refining targeting, messaging, and creative strategies.
- **Cross-functional Collaboration:**
 - Ability to prioritise work that aligns to strategic business priorities.

- Collaborate closely with cross-functional teams including Marketing, Data Science, and Data Engineering to ensure preparedness for campaigns, priorities, and execution strategies and identify innovative ways to use Trade Me's data to send relevant and targeted omni-channel communications.
- Serve as an expert on marketing automation technologies and data analytics, providing guidance and support to internal stakeholders as needed.
- **Data Modeling and Analysis:**
 - Utilise our cloud data warehouses and ETL tools to perform data modelling and analysis, extracting actionable insights to inform marketing strategies.
 - Develop advanced SQL queries and scripts to manipulate and transform data for reporting purposes.
 - Marketing audience creation and optimization using our martech platforms Segment CDP, Braze and GA4 and ensuring data integrity, re-usability and improving marketing analytics.
 - Development of post campaign analysis using industry leading BI tools for campaigns and benchmarking your results against business objectives and presenting these results back to key stakeholders.
 - Support Trade Me's Marketing team to answer general insights questions and create outputs to support those across business verticals.
- **Campaign Reporting:**
 - Collaborate with campaign managers to create comprehensive campaign reports using our BI tools, providing insights into campaign performance, audience segmentation, and ROI.
 - Monitor key performance indicators (KPIs) and deliver regular reports to stakeholders, highlighting trends, opportunities, and areas for improvement.
- **Martech Platform development:**
 - Supporting the development of martech platforms such as Segment CDP, Braze and GA4, ensuring data integrity, reusability and optimal functionality.
 - Advise on best practices for data and marketing audience governance, tagging, and key events tracking to enable accurate campaign measurement and analysis.
 - You'll be an advocate for ongoing process improvement to ensure efficient and effective delivery of campaigns.

What success will look like:

A successful candidate will be a strong analytical thinker with a bias to action who is skilled at out of the box thinking. They will be highly driven to achieve and exceed commercial outcomes for our Motors vertical.

We're looking for a great human to:

- Demonstrate a commitment to continuous improvement and innovation, actively seeking out opportunities to enhance campaign performance, streamline processes, and implement emerging technologies and best practices within the martech stack.
- Follow best practice and a data driven approach along with demonstrating the ability to consistently optimise campaign performance metrics, and return on investment (ROI) through data-driven insights and targeted optimizations.
- Ensure their work aligns to Trade Me's strategic business priorities.
- Ensure allocated tasks are centrally documented and are prioritised via the "work in progress" process.
- Demonstrate use of data accuracy and integrity across martech platforms, leading to improved segmentation accuracy, personalised messaging, and enhanced campaign targeting.
- Ensure that Trade Me is compliant with anti-spam legislation.

- Have a deep understanding of what all other communications are triggering across all verticals.
- Champion of our values, living these daily.
- Share expertise and best practices with colleagues, and fostering a culture of learning and collaboration within the wider marketing analytics team.
- Create and foster a diverse and inclusive environment.
- Ensure health & safety is fundamental in how you operate.

What you'll bring with you:

Critical Competencies:

- Positive energy challenge, question and demonstrate insights to action.
- Ability to prioritise and juggle multiple campaigns at once and adhere to time frames.
- Collaborative team player who can influence others and overcome challenges with a positive attitude.
- An understanding of the omnichannel campaign delivery process.
- Experience wrangling complex data sets and pipelines for marketing campaigns.
- Advanced data analytics skills - being able to analyse data and solve business problems.
- Exceptional communication skills, both written and verbal.
- Superior organisation skills.
- A real keen eye for detail, and time management skills and strong commercial acumen.
- Experience working with large, complex datasets.

Experience:

- At least 3 years of experience in a senior analyst role.
- Hands-on competency with data technologies to support digital customer analytics e.g. SQL, Python, Business intelligence tools.
- Experience with ETL tools like DBT and cloud data warehouses like Snowflake.
- Advanced Dashboarding skills & Reporting Automation (PowerBI, Google Data Studio)
- Marketing or IT degree or equivalent Business degree is desirable.
- Experience working with the Martech platforms would be an advantage. e.g Braze