Role Profile

1. The Job

Title	Performance Data Analyst Executive
Department	Central Marketing
Division	Customer Engagement & E-Marketing
Grade	Grade D/Staff Officer
Type of Contract	Full time and Permanent
Reporting to	Data Strategist Manager
Location	Dublin or Coleraine

Purpose of the role:

Tourism Ireland is making significant investments in marketing technology and data. Data analysis, machine intelligence and marketing orchestration will be at the heart of our marketing programmes following this investment.

The Performance Data Analyst will use data from Tourism Ireland's digital and other marketing programmes to analyse campaign and programme performance and provide insight and recommendations to global marketing teams. Reporting to our Data Strategist, this role is an important new addition to our Customer Engagement & eMarketing team.

The job holder will be pivotal in driving greater effectiveness and efficiency in the marketing of the island of Ireland overseas.

Note: This job will involve some travel and unsocial hours. The post-holder may also be expected to represent Tourism Ireland at various events.

2. The Duties – Key Responsibilities & Accountabilities

1. Analyse media performance data for internal clients, in particular our market teams overseas, to maximise the effectiveness and efficiency of Tourism Ireland's media spends.
2. Produce reports on our programmes providing recommendations for action and 'lessons learned' for the business.
3. Maintain and prioritise a flow of analytics projects, managed using an agile methodology, to ensure organisational responsiveness.
4. Be a 'smart' customer of our external marketing technology consultants and analytics service to ensure we are managing our data to best effect and enabling the correct insight.
5. Analyse other data together with our consumer data to provide wider insights to the organisation.
6. Contribute to the development of our 'propensity' model and the implementation of 'next best action' consumer communications.

7. Be an expert user of the organisation's marketing technology stack and to provide recommendations for future investments.
8. Ensure effective budget management, control and reporting of allocated resources in line with company policy and procedures.
9. From time to time, the role will require some travel and working unsocial hours depending on work requirements.
10. Within the areas of responsibility ensure adherence to the company's GDPR compliance policies and procedures.
11. Such other duties as the company may from time-to-time reasonably require.

3.	The Person

The successful candidate will possess the following skills, experience and competencies.

Essential

- Third level qualification with data analysis experience.
- Ability to develop and communicate insight from complex datasets.
- Post graduate work experience in Data Analytics.
- Excellent written and verbal communications skills, with an ability to flex communications style for different audiences.
- Experience in project management. Strong organisational and administration skills, with demonstrable attention to detail .
- Strong team player collaborating and working closely with the department team and the wider team in Tourism Ireland to achieved shared goals.
- Excellent IT skills with a commitment to continuous learning.
- A commitment to Tourism Ireland's values and evidence of demonstrating these values in practice.
  - **Respect**
  - **Collaboration**
  - **Ownership**
  - **Creativity**

Desirable

- Third level qualification in mathematics, computer science, management systems, statistics or other data driven discipline.
- Experience of marketing and media performance data.
- Experience with cloud data sets and tools such as Google Big Query.
- Experience with data analysis tools and languages such as Tableau, R, and Python.
- Experience with marketing technology tools and principles.

Date: 14 February 2019