



# Customer Analyst



## About Post Office Management Services (Insurance)

POMS is a customer focused organisation that relies on the Post Office Money brand, its network, customer data and marketing capabilities in order to deliver its plan objectives.

As an independent business, it was established in 2014 after the Post Office bought out the joint insurance venture between Bank of Ireland UK and Post Office. Our vision is to operate as a specialist broker. Our team has expanded significantly since then, as we continue to pursue our core visions to:

- Deliver operational efficiency, product and pricing flexibility resulting in greater control of, and access to, the value chain;
- Directly control customer management, policy conditions and retail pricing;
- Enter in to partnership agreements with Underwriters, Third Party Administrators, Software Houses and Consultancy firms to procure and develop the capabilities required in support of our chosen business model; and,
- Build a tangible asset for the Post Office.

POMS is a wholly owned subsidiary of Post Office and this means you are part of an organisation that is trusted by communities and consumers, putting its people and customers first. Together we have the opportunity to write the next chapter of an iconic organisation with over 300 years of history. We shape our future and each of us has the autonomy and responsibility to help create a business we can all be part of and proud of.

We know that the best way to provide a great service for customers is to evolve our business and adapt to their changing needs. We're improving our online and in store experience for customers because we know that our customers never stop changing, so neither will we.

We are working hard to ensure that the next chapter of the Post Office's history is a bright one. We are the current guardians of an iconic business and we want to hand over a thriving network of branches which can continue to provide essential products and services for our customers for many years to come.

This is a uniquely exciting and challenging time for the Post Office and for POMS – we're shaping the future and creating a business we can all be proud of.

We share the Post Office values of Care, Challenge, Commit.

### The basics

Job Title:	Customer Analyst
Post Reports to:	Customer Marketing Manager
Division:	Marketing
Business Unit:	Insurance
Budget Responsibility:	0
Number of Direct Reports:	0
Location:	Finsbury Dials

---

### **The purpose of the role**

- Undertake regular analysis of marketing campaign performance, providing insight and recommendations to the Customer Marketing team on areas for testing and improvement.
- Lead the development of customer propensity modelling to ensure ongoing improved effectiveness of marketing activity.
- Create effective customer targeting strategies and output customer selections.
- Manage the implementation of business rules aligned to the agreed customer contact strategy.
- Work with the external agencies to ensure ongoing data integrity and compliance with all necessary regulation.
- Implement data processes and controls as required in line with best practice.

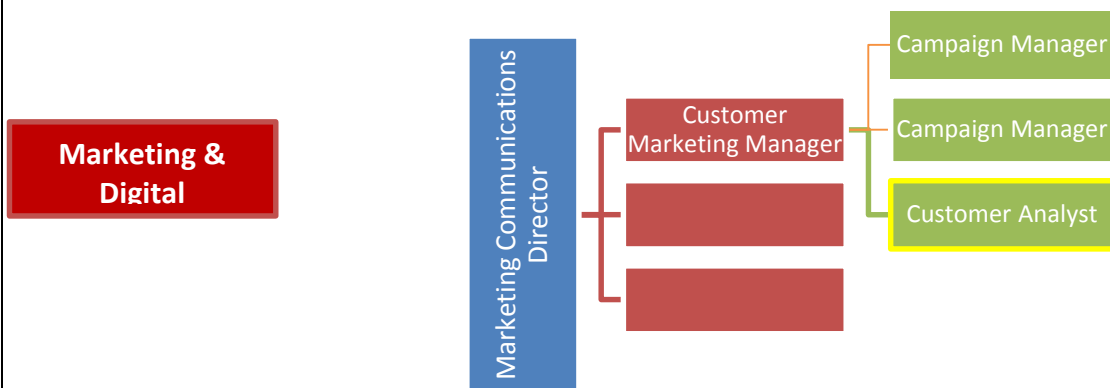
### **Principal accountabilities**

- Delivery of campaign data and analysis.
- External and internal stakeholder management.
- Campaign reporting and insight.
- Ensuring regulatory compliance.

### **Qualifications, experience and skills**

- Degree in Mathematics, Statistics or equivalent
- Confident user of SAS, SQL and Excel.
- Working knowledge of Adobe Analytics, Google Analytics and Salesforce (desirable, not essential).
- Ideally 5+ years of previous experience in an analytical related role.
- A background in campaign/marketing analytics is preferable.
- Exceptional communication skills with the ability to present to senior stakeholders and provide recommendations and new strategies

## Where does this role fit in with the rest of the team?



## IT permissions

Please note that the following section is to be completed by the Line Manager:

### IT permissions

Job Role	Customer Analyst
IT Equipment	Laptop, mobile phone; Desk top computer, Monitor, Keyboard, Mouse, desk phone
Applications	Microsoft Office 365, email account, Employee Interaction Centre, Success Factors (L&D); Sharepoint, Capita (travel), Reward site (benefits), Skype for Business, Lync 2013, Adobe Reader, Adobe Flash Player, Adobe Shockwave, Adobe Flash
Software Access	Duck Creek, Dalesridge
Other System/Application	HR Cascade
Approved by [System Owner]	
Job Title [System Owner]	
Date	