



Customer & Marketing Assistant Analyst - Wimbledon

Who are Abel & Cole? Check us out at www.abelandcole.co.uk, <https://bcorporation.net/directory/abel-cole>, [Instagram](#) and [Facebook](#)

Hi. We're Abel & Cole. We gather up the best organic groceries, pack it all in boxes and deliver it to doorsteps up and down the land. We're passionate about great food, the great folks who bring it to our plates, and offering an ethical alternative to the madness of supermarket shopping.

Role Summary

We're on the hunt for an intelligent and driven new analyst to join our team who is keen to learn and contribute from the get-go. Our analysis team is small and at the core of our business so you'll have the opportunity to work across multiple departments, giving you a fascinating overview of the business. You'll be working on insightful and valuable weekly reporting to help inform the way we work and the marketing materials we produce. Your first project could be analysing which acquisition offer our prospect customers respond to better, then working with the acquisition team to implement your learnings. You will be an important support to decision makers within the business, expected to contribute ideas and work with agility and pace. We have a fun, collaborative and inclusive working environment at Abel & Cole. We love to be bold and try new things and in this role, you'll transform data into meaningful and actionable insight to help shape this. We will provide great training in SQL, Google Analytics and Power BI so if you fancy picking up new skills and putting them to use quickly, enjoy solving problems and working on new things then this is the perfect role for you.

Here's what you'll be getting up to:

- Working with our customer acquisition team to track performance of acquisition campaigns for a range of stakeholders.
- Planning and monitoring creative, offer and marketing format tests to optimise future campaigns.
- Selecting customers for marketing campaigns to drive conversion and increase spend and retention.
- Reviewing marketing campaigns to gauge success via metrics such as conversion to first delivery for new customers and incremental sales and profit for active customers.
- Working with the rest of the analysis team to track and optimise our customer segmentation.
- Working with the content team to identify top performing posts and trends to improve engagement with the Abel & Cole Facebook, Twitter and Instagram brand channels.
- Analysing the performance of our new customer programme with the view of optimising retention and spend.
- Working with Buying and the active customer team to plan and analyse our retention based products.

Here's what we are looking for:

- A natural problem solver and clear analytical thinker
- Self-motivation, organisation and desire to take ownership
- Good commercial awareness with strong numeracy ability
- Ability to make good analytical recommendations
- Strong data presentation and communication skills



- Attention to detail
- Strong desire to develop personal skills through learning and sharing ideas
- Confidence to contribute to discussion and brainstorming
- Ability to multitask and work on multiple campaigns at once.
- Resourceful and independent
- Keen to try new things at pace
- Analysis experience not necessary, we'll train you.
- Google Analytics experience desirable, not essential
- Educated to degree level (or equivalent)

What we offer

- This is a full-time position as we want to spend lots of time with your wonderful self – Monday – Friday, 37.5 hours per week.
- 30 days holiday per annum inclusive of bank holidays
- A free box of fruit and veg every week (It's pretty delicious!) alongside company discount of up to 35%.
- Cycle to Work Scheme.
- Grants for sport, performing arts, education and non-vocational courses.
- Contributory pension scheme

If you feel like you would like to apply to the above role, please send your CV and a short cover letter explaining your interest in the role to: careers@abelandcole.co.uk.

Abel & Cole promotes equal opportunities for all employees. We want our employees to develop their talents to the full for the benefit of all. Members of staff are expected to take personal responsibility for keeping our workplace free from discrimination - a place where everyone is treated respectfully.