

Job Description

Job Title: Database Executive / Audience Builder

Reports to: Digital Marketing Manager

The Company

Reed Exhibitions (RX) is in the business of building businesses for individuals, communities, and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America.

Mack Brooks has been acquired by RX in early 2019 and is going through an exciting integration phase. We are changing and implementing new practices, processes, and systems. We value our staff and are introducing new development programs. Our office is vibrant, multi-cultural and fun. We love organising shows!

Situated in the heart of St Albans City Centre, opposite St Albans Abbey in a beautiful grade II listed building, Mack Brooks Exhibitions is a leading international exhibition / trade fair organiser of business to business events. Established in 1965, the company is part of RX.

The Position

The Mack Brooks Marketing Team is expanding! Are you juggling data on a regular basis? Diving deeper into segmentation and addressing just the right target group is just what you enjoy? Then this role might be for you! This role is essential as we join the world of GBS Marketing and a very sophisticated system to further improve our marketing efforts. Full training on the system will be provided and we are holding a demo session to answer any questions you may have on this exciting new opportunity!

The role will focus on audience segmentation, reporting and profiling.

Key Responsibilities

- Work cross-functionally with colleagues in Campaign Management to support them on data segmentation and building tailored audience segments for our marketing, sales and operational campaigns
- Use Oracle OBIEE Audience Builder to create tailored data segments to meet the marketing strategic objectives in delivering the right message to the right customer at the right time and ensure we deliver the most effective campaigns
- Understand the data schema of the data warehouse in order to run queries and build segments for reporting and campaigns
- Work closely with the event teams to understand customer profile requirements
- Set up master questions and answers to create business unit taxonomy for all events
- Manage and amend taxonomy and create customer profiles for each event edition
- Maintain integrity of the data and ensure compliance, quality and usability of data

Skills, Knowledge, Experience

- Experience with a data segment building tool/ database
- Ability to analyse large amounts of data and provide recommendations based on that data
- Strong problem-solving skills
- Good IT skills and an affinity for technology
- Analytical mindset
- Excellent communication and interpersonal skills
- Organised, attention to detail and ability to be self-directed
- Experience of Salesforce would be a distinct advantage
- Attention to detail

We provide

- Excellent working hours (35 h/week: Monday - Thursday 8.30 am to 4.45 pm incl. 1 hr lunch, 8.30 am to 4 pm on Fridays incl. 1.5 hr lunch)
- 25 days of annual leave (plus Christmas closure days in addition to the holiday entitlement)
- Pension
- Life Insurance
- Private medical cover
- Season Ticket Loan
- Gym discount

If you would like to apply for this position, please click the link below:

<https://jobs.rxglobal.com/job/database-executive-audience-builder>