APPLEBY

SENIOR MARKETING DATA ANALYST

JOB IDENTIFICATION	
Job Title:	Senior Marketing Data Analyst
Reports To:	Group Managing Partner
Department:	Marketing
Location:	TBC

THE ROLE

Purpose

Appleby is seeking a highly skilled and experienced Senior Marketing Data Analyst to join our marketing team. The ideal candidate will have a robust understanding of data analytics in the context of legal services, enabling them to interpret complex datasets and deliver actionable insights that drive strategic marketing decisions.

As a Senior Marketing Data Analyst, you will play a crucial role in guiding our marketing strategies by analysing client behaviour, market trends, and competitive landscapes within the legal industry.

Principal Duties and Responsibilities

Data Collection and Management:

- Utilise advanced data engineering tools to collect, clean, and process large datasets from both internal sources (e.g., case management systems, CRM) and external databases.

- Design and implement data collection strategies that align with the firm's goals, focusing on key client demographics and practice areas.

Competitor Research and Analysis:

- Conduct thorough competitor analysis to understand market positioning, strengths, weaknesses, and emerging trends in the legal sector.

- Provide insights on competitor marketing strategies to inform our campaigns and identify new opportunities for client engagement.

Data Analysis and Interpretation:

- Analyse complex datasets to uncover trends, patterns, and insights that inform our legal marketing strategies.

- Employ statistical methods and machine learning algorithms to forecast client behaviour and market trends in legal services.

Visualisation and Reporting:

- Generate clear and compelling visualisations, including graphs and charts, to present findings and recommendations to stakeholders.

- Prepare comprehensive reports on marketing performance metrics, campaign effectiveness, and client engagement analytics.

Strategic Recommendations:

- Collaborate with marketing and business development teams to develop data-driven marketing strategies and campaigns tailored to the legal market.

- Provide actionable recommendations based on data insights, such as optimizing marketing spend, targeting specific client segments, and enhancing client outreach efforts.

Sales Funnel Analysis:

- Monitor and analyse the client engagement journey to assess the effectiveness of marketing initiatives and identify areas for improvement.

- Aggregate and analyse data related to client inquiries, conversions, and retention to create accurate performance reports.

Cross-functional Collaboration:

- Work closely with Global Managing Partner and support practice group leaders, marketing managers, and business development personnel to align data insights with the firm's objectives.

- Foster a collaborative environment by sharing knowledge and best practices with team members and stakeholders.

Knowledge, Skills and Experience Required

Qualifications:

- Bachelor's degree in Marketing, Data Science, Business Analytics, or a related field. A Master's degree is preferred.

- Minimum of 5 years of experience in marketing data analysis, preferably within a law firm or professional services environment.

- Strong understanding of marketing principles and strategies as they relate to the legal industry, including client segmentation and campaign performance metrics.

- Exceptional analytical and problem-solving skills, with the ability to interpret complex data and provide actionable insights.

- Excellent communication skills, both verbal and written, with the ability to present data findings to non-technical stakeholders.

- Proven ability to work collaboratively in a team environment and manage multiple projects simultaneously.

Skills:

- Data Engineering: Expertise in data collection, cleaning, and processing using various tools and technologies.

- Analytical Skills: Strong ability to analyse data trends specific to the legal market and translate them into strategic insights.

- Visualization Proficiency: Experience in creating data visualizations that effectively communicate findings to diverse audiences.

- Collaboration: Strong interpersonal skills to work effectively with cross-functional teams within the firm.

- Legal Marketing Knowledge: Comprehensive understanding of marketing principles as they pertain to law firms and the ability to apply them in a data-driven context.

- Agility: Ability to evolve the role in order to respond to any changes or developments identified by the leadership around the strategic direction of the Firm.

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What we offer:

- Competitive salary and performance-based bonuses.

- Opportunities for professional development and career advancement within the legal sector.

- A dynamic and inclusive work environment that values innovation and creativity.

How to Apply:

Interested candidates are invited to submit their resume and a cover letter detailing their relevant experience and qualifications to the below link quoting "Senior Marketing Data Analyst Application" in the subject line:

- [Senior Marketing Data Analyst at Appleby](#)

Appleby is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

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