

Data and Analytics Senior Manager

Mountain Warehouse's business is a high growth, international operation that trades across 8 physical regions, 12 direct-to-consumer websites, over 30 third-party marketplaces and digital concessions. As our business expands, we have a huge opportunity to leverage the business and customer data we hold to accelerate growth.

We're looking for a bright, analytical and ambitious individual to lead a data centric team that will help to define and validate our decision-making using analytics and data not only within Ecommerce, but around the wider business. The successful candidate will help drive a step change in how we use data and be instrumental in unlocking the next phase of our growth.

This is a fantastic opportunity to work in a hands-on, commercially focused role with real autonomy and responsibility in a growing business area.

Areas of responsibility:

Data Analytics

- Deliver clear, action orientated dashboards and reports to effectively assess business performance and progress against commercial and non-financial KPI's
- Drive the strategy for business growth via on site analytics using new and existing tools
- Create a central source of data across key teams including customer care, CRM, retail, transactional and UX
- Promote internally the importance of non-financial and customer metrics and that are central to achieving our 5 year growth plans
- Identify areas of opportunity and prioritise based on likely positive customer impact
- Use data unlock opportunity in CRM strategy, retention and customer lifecycles
- Define customer lifetime value at a topline but also across teams by acquisition source, region, online vs offline

UX

- Lead the Ecommerce UX team, an area already heavily reliant on using data to drive decisions
- Continue to deliver wins in MVT space with ongoing testing schedule
- Leverage the teams UX capabilities cross business to drive statistically significant results and influence decisions early in their development
- Accelerate customer research activity including remote and in person sessions to truly understand our customers wants and needs

Data maturity

- Prove the commercial benefit of accelerated data maturity and drive adoption
- Support data led cross-team project implementation over short and long timeframes
- Improve the speed to decision making with automated reporting in key areas
- Starting within the Ecom team, prioritise and roadmap data enabled projects
- Work closely with our CTO and tech team to ensure data and infrastructure is set up in a scalable way to support growth

- Rapidly shaping thinking in new business areas by assessing risks, benefits, competitive dynamics and key commercial or operational levers

We would love to meet someone with

- 5+ years' professional experience in data analytics ideally in a retail environment
- Working knowledge and hands on experience working with Google Analytics and/or key Ecommerce analytics platforms
- Very strong data analysis skills with advanced knowledge of MS Excel and SQL
- Knowledge and experience of project management methodologies and lifecycles
- A proven track record of driving business success through data led projects
- Prior experience in data architecture change initiatives
- A demonstrated ability to work across multiple functions and teams, influencing at all levels
- Excellent written and verbal communication skills with experience in articulating complex processes and scenarios at different stakeholder levels
- The ability to effectively prioritise and multi-task while working autonomously
- Outstanding problem-solving capabilities