



# New work, new you



## We're looking for a Manager CRM Analytics

(ALL GENDERS)

We all enjoy meeting people who are full of new ideas and always looking to improve themselves. And that's also true at Barclays – because we're not your typical bank. Just like you, we're full of energy and love forging new paths.

You can have a real impact at Barclays and help shape the company's future. Not only do you have the opportunity to develop your own skills, but you can also help your team progress and drive the company forward. Set your career free: we offer flexible working arrangements, the opportunity to change position and even assume leadership roles — no avenue is off limits. So, are you ready to take the next step? Start your new and exciting journey at Barclays.

### What will you be doing

- Drive and initiate internal campaign- and customer analytics Projects
- Develop and implement strategies to automate the Marketing processes
- Continuously improve existing campaigns based on previous campaign performance Measuring and present success criteria of campaigns
- Support customer identification and behavioural analytics to improve customer experience & deliver commercial value to the organization
- Provide analytics to develop strategies that support various customer needs
- Deep analysis of customer profiles, value and segments to identify trends and enable Multi-Channel Management
- Utilise data to drive customer contacts and campaigns based on relevance for customers and likeliness to convert
- Extend/ modify analysis and models based on observations/ knowledge of data and limitations, and implications of results
- Assure relevance of customer communication / campaigns through deep data analytics and predictive modelling using machine learning
- Drive evolution of analytical customer data structures
- Present and communicate results to influence senior level stakeholders
- Ensure that lessons are learned and learnings are optimised for future projects

## What we're looking for

- A degree/diploma or equivalent in an analytical/quantitative/business related discipline
- Solid working experience in data management and marketing/sales analysis
- The will to always think about data and analysis topics from the business perspective
- Ability to deliver accurate results within tight deadlines
- Lateral thinking – find innovative ways to solve analytical problems
- Excellent oral and written communication skills
- Team working – commitment and ability to work with cross-functional teams
- Effective stakeholder management skills through great communication skills
- Ability to drive insight from that data, assess the commercial impact and recommend action
- Strong knowledge of statistics and statistical methods /modelling techniques / machine learning
- Experience with SAS, Tableau, Adobe Analytics as well as proficiency in statistical tool (R, Python)
- SQL programming skills on an advanced user level

## Skills that will help you in the role

- Proven track record in managing analytical projects effectively
- Experience in consumer finance or payment market with respect to customer acquisition, product management and/or risk assessment
- Experience analysing programmes through the lens of brand / customer engagement metrics as well as P&L value

## What Barclays is all about

People are at the heart of everything we do at Barclays — both our customers and our employees. Giving people the opportunity to realise their full potential is incredibly important to us. Each and every one of our employees helps shape and enrich our unique corporate culture. A creative and diverse team is precisely what makes our mission possible, which is to reinvent payments and finance and give people the freedom to live how they want. More than 1.5 million customers are already benefiting from our renowned credit cards, instalment loans and even our brand-new financing offer in partnership with Amazon. It's no surprise then that we're one of Germany's leading online banks with more than 700 colleagues in Hamburg.

## What you can expect at Barclays:

- A competitive base salary
- A flexible budget to use at your discretion (including an HVV ProfiTicket for public transport, payments to employee savings schemes and other solutions)
- Significant employer contributions into a company pension scheme
- Company sports and fitness activities at special rates
- Bonuses on special occasions
- Up to 8 free tickets per season for the Barclays Arena
- 30 days leave (for a 5-day week)
- 2 work days available for community involvement, charity work or social outreach

## Apply now

We're looking for colleagues who are bursting with new ideas and are also full of energy to put them into practice. If you're interested in joining our dynamic team and helping Barclays develop, we would love to meet you. Please send your application to [karriereaussichten@barclays.de](mailto:karriereaussichten@barclays.de), complete with all required documentation (CV, certificates & references). Please also indicate your expected salary, earliest possible start date and include the following reference number: 100/2021.