



**Job Title: Marketing Analyst**

**Department: Marketing**

### **Job Summary**

Gather, analyse and interpret information/data to build a base for market research, in respect to market segments, clients, competitors, sector benchmarks and innovative trends. Monitor and analyse campaigns, projects and communications initiatives to improve their effectiveness and ensure these are aligned with our strategic objectives.

### **Main Responsibilities**

- Gather and sort information and data about market trends, sector best-practices, target markets, existing and potential clients and competitors.
- Develop insights and best practices to effectively identify market segments for the effective delivery of marketing messages in view of achieving strategic objectives.
- Develop and maintain data tracking and analysis to report results of the Group's and subsidiaries promotional efforts, client acquisition and retention efforts.
- Monitor both competitor, external markets and own business performance including products usage to aid planning and decision making (quantitative and qualitative measures).
- Design appropriate client and non-client surveys from conception of questionnaires to results presentation.
- Develop comprehensive research programs and development planning, evaluation and management reporting for the purpose of supporting the Group's strategic plan.
- Provide input in the definition, categorization and organization of our products according to segments and/or client needs.
- Monitor product performance formally, within defined campaigns and recommend corrective action where needed.
- Identify any gaps in our product offering, by always keeping an eye on benchmark competitors and gathering client/market feedback.
- Provide assistance in the formulation new products and test their viability.
- Monitor that campaigns are aligned with strategic goals and distribution needs.
- Provide assistance in assessing the success of campaigns and areas if improvement.
- Monitor and compile reports on the campaign and projects.
- Follow closely marketing and communication trends, benchmarking competitions and industry professionals.
- Provide assistance in the identification of digital marketing trends and communication tools.
- Assist with the review of the company websites social media and intranet platforms, in line with latest best-practices.
- Monitor and compile reports on website and social media platforms, in terms of traffic, usage, segmentation, and other relevant parameters.
- Coordinate research, planning and evaluation projects with other departments, service providers, and external agencies for the purpose of sharing information, eliminating redundancy, and maintaining a clients' focus.
- Participate in a variety of cross-functional meetings (e.g. workshops, committees, seminars, conferences, etc.) for the purpose of conveying and gathering information for the Group.

## Job Requirements

- Degree in Marketing and/or or Statistics, with a specialization in data analytics
- More than 4 years, in a similar position and preferably in the financial services sector
- Proficient in data gathering, processing, and statistical analysis using relevant software
- Excellent communication skills (both verbal and written in English and French); organizational, analytical and negotiation skills
- Fully conversant with MS Office Tools
- Ability to work under pressure and respect deadlines
- Experience in Digital Marketing and Public Relations is a definite advantage

**Interested candidates are requested to send their CV on [recruitment@mua.mu](mailto:recruitment@mua.mu)**

The company reserves the right to call only the best qualified candidates for the selection exercises.  
Applications received after the closing date might not be considered.  
The company also reserves the right not to proceed with the vacancies.