



FRANCESCA'S 3.3 ★
Marketing Analyst
Houston, TX
\$28K - \$49K (Glassdoor est.) ⓘ

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Rating Highlights

Compensation & Benefits : 2.6 ★
Career Opportunities : 3.1 ★
Culture & Values : 3.3 ★
Work/Life Balance : 3.2 ★

Job & Company Insights

Job Type : Full-time
Industry : Retail
Job Function : Market Analyst
Size : 5001 to 10000 Employees

Job Salary Company Rating Reviews Benefits

Location: 8760 Clay Road Houston, Texas 77080

Employee Type: Regular

We offer a creative and friendly environment with plenty of opportunity for advancement.

OVERVIEW:

The primary goals will be to help drive profitable revenue growth across paid and performance channels and support the company with visibility into data and analytics, with a focus on business-level KPIs and marketing performance.

ESSENTIAL FUNCTIONS:

- Provide analytics on the demographics, psychographics, and product propensities of existing and potential customers.
- Provide pre-campaign analytics to strategically determine segmentation and message personalization across multiple channels.
- Analyze interim and post-campaign performance of marketing channels and identify opportunities to improve performance.
- Identify business opportunities and potential campaigns.
- Compile customer insights and ROI assessments and present cases and action items.
- Manage vendor relationships with CRM.
- Monitor data integrations and flows of customer records within database.
- Maintain and develop reporting dashboards to track digital performance and KPIs.

RESPONSIBILITIES:

Business Intelligence:

- Build, manage, and maintain daily/weekly/monthly analytic dashboards, highlighting trends and identifying key insights. Report on marketing performance (CPA, ROAS, CVR, LTV, Churn, etc.)
- Build thoughtful attribution models to understand true marketing performance.
- Define and support segmentation strategies, predictive modeling, attribution modeling, forecasting, performance reports and ad hoc requests.
- Identify areas for efficiency and performance improvement.
- Own customer lifecycle and retention roadmap.
- Drive LTV improvements by improving repeat purchase rates and AOV. Recommend basket stretchers during key times to achieve.

Growth Marketing:

- Manage customer acquisition & retention execution across Paid Social and Retargeting.
- Fully manage and execute on paid social digital campaigns, from ideation to content creation, to site/funnel conversion optimization. Constantly optimize and scale what is already working, while searching for new, innovative growth tactics.
- Grow + optimize current channels further, while bringing new channels online in the future
- Allocate and manage marketing budgets across channels & campaigns daily to achieve ROAS targets.
- Work cross-functionally across the organization to help execute performance marketing efforts, with creative, merchandising, and eCommerce teams.
- Be able to identify & ideate on high-potential creative assets based on performance and work closely with creative teams to quickly turn-around new test assets.
- Create tests and learn opportunities based on new rising paid social media types.
- Partner with creative team to develop creative assets based on best practices that drive engagement and conversion.

Retention:

- Define and own customer lifecycle including but not limited to owning the marketing strategy for prospects and customers via e-mail as well as other direct channels.
- Analyze performance; identify areas of opportunity; and understand the "why" behind customer behavior along with customer profiles.
- Develop a customer lifecycle and retention roadmap.
- Develop the best-in-class segmentation and personalization strategies to give customers the most relevant experience possible across channels.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Advertising, Public Relations, or related Communications fields preferred.
- Strong Excel skills (pivot tables, v look-up, etc.).
- Good experience with CRM database management.
- Extensive experience with customer lifestyle management (engagement, retention, etc.)
- A minimum of 3-4 years of experience in Marketing, Public Relations, Digital Marketing, Social Media Content Management, or related fields.
- Proven experience delivering effective and innovative marketing campaigns.
- Experience managing successful marketing campaigns.
- Independent self-starter and creative decision-maker.
- Ability to work under pressure and manage multiple projects across multiple lines of business.
- Superior written and interpersonal communication skills required.
- Microsoft Word experience required.

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francesca's® understands that it is our team members that contribute to our growth and we invite you to help us continue in our success!

External Field