



MARKETING ANALYST

WHO WE ARE

KellyDeli is dynamic Asian culinary business with an entrepreneurial mindset, we want to be the first to think of amazing new ideas. We sit at the intersection of the Retail and Restaurant worlds and have been experiencing an astronomical rate of growth

Although we were only founded in 2010, our concepts have already been a resounding success! We currently have more than 710 points-of-sales deployed across 10 countries in Europe and we are constantly exploring new opportunities to grow even more.

We pride ourselves on having a strong and loyal customer base which is continually on the rise.

We believe in Togetherness and are guided by our strong cultural values which underpin everything we do.

We are at a very exciting stage in our journey, as we strive to build upon our initial success, and to explore new concepts and innovations in pursuit of broader and very ambitious vision. Come join us!

Check us out:

<http://www.kellydeli.com/>

<https://youtu.be/5IVVtFUHz6A>

THE GOAL

We are looking for a Marketing Analyst to join our central support team in London. The mission will be to develop, support and enforce marketing analysis and offer profitability across our 10 markets.

WHO YOU WORK WITH

Reporting to the: Head of Marketing

Direct reports: None

MARKETING ANALYST

WHAT YOU DO

You will join our Marketing & Commercial Team, and work closely with Operations and Field teams on our entire market (10 countries).

- Monitoring and analyzing the competition, producing quarterly reports
- Optimizing the current offer, from margin to customer preferences
- Conducting regular pricing reviews of entire offer
- Conducting pre and post marketing campaign analysis
- Optimizing the customer journey, creating sales and upgrade opportunities at each given touchpoint
- Being responsible for correct visual merchandising plan
- Supporting new concepts across the whole business on an ad hoc basis
- Being responsible for market sizing and data mining
- Keeping customer intel analysis
- Giving active support and briefing to the New Product Development team
- Being responsible for the coordination between the IT and Marketing department, and to externally liaise with the retailers with regards to the pricing
- Defining KPIs for regional activities, through collaborative approach with regional teams ; support of the local markets
- Maintaining database categorization and analysis on sales reports

WHO YOU ARE

- You have about 5 years of experience in a marketing analyst position, ideally in retail/ food environment in an international capacity.
- You ideally have obtained a degree in economics or a business degree.
- You are highly numerical and data driven.
- You are fluent in English both written and spoken.