

Marketing Effectiveness Analyst

Core information

Location: London Drummond Place with blended working	Profession: Marketing
Reports to: Effectiveness Senior Manager	
People Management: No ▾ Assignment Management: No ▾	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 6
Number of direct reports: 0	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.

The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach.

We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.

Critical purpose of the role

The primary purpose of the Marketing Analyst is to act as the commercial co-pilot for the marketing department, transforming raw performance metrics into a strategic advantage. This role exists to ensure that every pound of our marketing investment is deployed with maximum efficiency and backed by uncompromising data integrity.

Rather than simply reporting on past performance, the Marketing Analyst will actively interrogate our data ecosystems to spot emerging trends, identify customer acquisition and retention opportunities, and diagnose underperformance in real time.

By bridging the gap between complex data and live trading reality, the Marketing Analyst will deliver the clear, actionable insights and proactive recommendations required to dynamically pivot, scale, or optimise our marketing activity, ensuring our campaigns consistently hit business-critical commercial targets.

Primary Outcomes & Accountabilities

- **Data Integrity & Governance:** Act as the ultimate custodian for marketing data quality. Ensure end-to-end data integrity across all tracking, tagging, and reporting platforms, proactively identifying and resolving data anomalies.
- **Target Setting & Performance Measurement:** Support the Customer Planning & Performance Manager to define, set, and measure Customer and Marketing plan metrics. Lead the comprehensive monthly, weekly, and ad-hoc reporting of these metrics.
- **Strategic Alignment:** Partner with the Brand Campaigns and Category Marketing teams, translating raw data into clear frameworks to ensure their activity effectively ladders up to core Customer and Marketing objectives.
- **Cross-Functional Modelling:** Collaborate with the broader Customer team, Commercial, and core Data Insight & Analytics teams to ensure key performance indicators are accurately modelled, unified, and reported on without data silos.
- **Trend Identification & Actionable Insights:** Continuously interrogate data to spot emerging trends, anomalies, and shifts in consumer behaviour. Turn complex data sets into highly digestible, actionable insights.
- **Agile Activity Pivoting:** Proactively deliver recommendations to support weekly, monthly, and quarterly budget reallocations. Confidently advise marketing teams on where to pivot, scale, or cease activity in real-time to optimise customer acquisition and retention targets.

Measures of success

- **Data Reliability & On-Time Reporting:** Delivery of accurate, and on-time reporting and dashboards, aiming for zero friction caused by data integrity issues.
- **Commercial Insight & Recommendation Adoption:** The frequency and commercial success of actionable insights that lead to measurable improvements in marketing efficiency, effectiveness, and budget allocation.
- **Stakeholder Feedback:** Positive feedback from cross-functional peers (Customer team, Commercial, Data Insight, and Analytics teams) on data trustworthiness and collaborative support.

Skills

- **Data Integrity & Quality Obsession:** Uncompromising attention to detail. Proven ability to audit data sources, understand tracking architecture (UTMs, pixels, GA4/ Adobe), and ensure data cleanliness before it reaches any dashboard.
- **Complex Analysis & Trend Mapping:** Evaluates and analyses different types of complex marketing and commercial data objectively. Sees subtle patterns, hidden trends, and anomalies to establish key relevant facts, using this thinking to make highly credible recommendations that inform critical decision-making.
- **Data-to-Insight Translation:** The ability to move past the "what" of data and explain the "so what." Translates complex analytical findings into clear, plain-English summaries that non-technical marketing teams can immediately act upon.

- **Stakeholder Management & Constructive Challenge:** Identifies who is impacted by your insights and builds sustainable, collaborative relationships. Possesses the confidence to constructively challenge existing marketing activity using data as the source of truth, managing differing viewpoints with diplomacy.
- **Agile Decision Support:** Identifies commercial issues and opportunities rapidly. Gathers relevant information and alternative viewpoints under tight deadlines to evaluate options and drive an informed, data-backed outcome.
- **Relationship-Centred Communication:** Interacts with respect and friendliness to convey views with clarity and empathy. Faces into differences of opinion or performance deficits constructively, working collaboratively to agree on shared, data-driven solutions with lasting results.
- **Customer Centricity:** Puts every customer, both internal and external, at the heart of everything. Understands the business ambition to offer a differentiated service and uses data insights to protect and enhance the end-customer experience.

Qualifications & Experience (where applicable)

Essential

- Excellent Excel using large data sets and presentation skills
- Highly commercially aware and understanding of business performance in line with Marketing performance
- Confident in SQL and joining large data sets
- Extensive knowledge and creation of reporting and automation techniques using BI tools such as Tableau
- Experience of delivering and influencing change using own analysis
- Confident in managing a variety of stakeholders and presenting data stories
- Working knowledge of Adobe Analytics

Desirable

- Python and complex data modelling techniques
- Professional Marketing qualification and setting Marketing channel KPI's and OKR's
- Use of AI to generate insight and reporting tools

Version	Created/updated by	Date
1.1	Michael McConkey	28/06/26