



HEAD OF MARKETING ANALYTICS

(M/F) – FULL TIME

Advanzia Bank S.A. is a European online direct bank specialising in credit cards and card payment solutions for consumers, business partners and financial institutions. Advanzia was founded in 2005 in Luxembourg. With over one million active credit card customers, we are a leading online credit card issuer in Germany and have a strong presence in Luxembourg, Austria and France. Moreover, we recently launched our no-fee credit card in Spain.

As a result of our continuous growth, Advanzia offers many job opportunities for dynamic, skilled and open-minded team players. We are currently looking for a Head of Marketing Analytics to join our Marketing & Sales Department.

ABOUT THE JOB

The Marketing Analytics department supports the different Marketing and Sales teams by providing a variety of insights from data, ranging from results-driven metrics to trends and behavioural data about customers and target markets.

The Head of Marketing Analytics will be responsible for the following activities:

- Manage and lead the Marketing Analytics team both on a strategic and operational level
- Conduct analyses of marketing campaigns, presenting the results and making recommendations for future enhancements
- Update and enhance current reports and processes
- Establish processes and structures to support statistical analyses for internal customers
- Support sales and marketing teams with data and high-quality analyses
- Locate supplemental data sources and incorporate into analyses based on business drivers

ABOUT YOU

- University degree in a quantitative/business related discipline, e.g. Mathematics or Statistics, or an equivalent degree
- Knowledge of statistics and statistical methods and modelling techniques
- Proficiency in data analysis and statistical tools, e.g. R, Python, SAS
- Excel and SQL programming skills on an advanced user level
- Leadership experience either in project or line management
- Ideally experience with Big Data technology
- Strong analytical skills
- Excellent communication skills



WHAT WE EXPECT

- A sense for creativity and innovation, as well as a strong business acumen
- Creative thinking in order to find innovative ways to solve analytical problems
- Ability to drive insight from that data, assess the commercial/financial impact and recommend action
- Ability to synthesise divergent sources of data into a comprehensive view of the business
- Fluency in English; other European languages (e.g. German, French or Spanish) are advantageous

WHAT WE OFFER

- Attractive benefits as part of the banking collective agreement
- Wide range of additional benefits, e.g. Sympass, luncheon vouchers, transportation allowance, etc.
- On-the-job training
- Dynamic and international work environment
- Participation in various CSR initiatives

Located in bright and modern offices in Munsbach at 15 minutes from Luxembourg City, Advanzia currently employs around 160 staff from all over Europe. We offer a pleasant and collaborative working atmosphere in a truly multicultural environment, and we are always looking for talented and enthusiastic people to join our team.

Looking for a new professional challenge in a fast-growing company?

Apply today and send your CV and motivational letter in English to jobs@advanzia.com!

