Job Description

Job Title	Mid-level - Database Analyst	Hours of work	Full-time – 37.5 hours/week
Role Holder	New role		
Department	Data Services		

Role Purpose

You are a Database Analyst with skills in Microsoft SQL. You work closely with the CRM Database Manager and Project Manager to assist with the production and maintenance of our existing customer databases. You work on green-field projects setting up bespoke databases from scratch. You generate reporting – internal and external client requirements. You will work closely with the Database Manager on improving existing queries and creating new ones.
You will be able to combine your experience with opportunities for further development in a dynamic and supportive environment.

How this role fits into the business

This role is part of our Data Services team. This is part of our core product and services offering to a variety of hospitality clients.

What we need from you

- Support the maintenance of appropriate secure interfaces with data source platforms
- Create and manage working data transfer routines (automated or manual)
- Apply/learn appropriate housekeeping processes and tools to ensure clean, valid data is always maintained
- Collate report results

Your everyday checklist

- Assist the Database Manager with Database admin tasks
- Assist with the create and management of client customer-centric databases
- Assist with the integration to multiple 3rd party data sources
- Support creation and deployment of data capture mechanisms – surveys and loyalty schemes
- Support creation of segmentation and campaign extracts, analysing results
- Assist with interpreting and presenting results of analysis to stakeholders
- Carry out responsibilities in line with best practice and data protection requirements

- Be able to present results to clients, including audiences unfamiliar with data processing terminology

Have you got what it takes?

- Knowledge MS SQL, MySQL
- Ability to write and schedule basic SQL queries from scratch or amend existing
- Develop in-house search functionality for SQL
- Power BI – reporting
- Ability to present data using appropriate tools (i.e. Excel, PowerPoint)
- Basic understanding of the principles of CRM:
- Segmentation
- Statistics
- Demonstrate excellent attention to detail ensuring high quality of work delivered
- Office 365
- There will also be the opportunity to develop CRM skills and is a client facing role. You should be comfortable presenting results to key stakeholders.
- Maintain confidentiality
- Willing to learn
- Ability to prioritise tasks
- Excellent Excel skills
- SQL skills
- Power BI
- Self-Management
- Working well together in a team

Competencies

Essential:	Desirable:
• Customer Focus	• Delegating work
• Analytical Thinking	• Creative Thinking
• Organised and Effective Working	• Taking Charge
• Communicating	• Tenacity
• Decision Making	

We would love you to have knowledge in:

- Python and R – desirable

The job description is not exhaustive and the post holder will be expected to carry out any other duties as are within the scope, spirit and purpose of the job as requested. Duties and responsibilities may change over time and the job description will be amended accordingly.

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Together we strive for continuous improvement and innovation, inspired by technology