

Position:	Data Analyst	Reports to:	Head of Marketing
Department:	Marketing	Status:	Full time
Term:	Ongoing	Direct Reports:	N/A

Michael Cassel Group produces and presents world-class musical and theatrical productions, live entertainment experiences, major events & ceremonies, and concert tours. Our reputation for marrying artistic excellence and commercial savvy has positioned Michael Cassel Group as one of the world's leading theatrical producers. Through our continued successes, we are expanding the business' interests to include investment, acquisition, and creation of new theatrical intellectual property in Australia, Broadway and on the West End.

We are looking for a fabulous **Data Analyst** to work with the marketing team to devise and implement our data marketing strategy. You will be required to analyse, review and cleanse customer data from various internal and external sources in conjunction with our Salesforce CRM system.

KEY RESPONSIBILITIES

- Work closely with the marketing team to understand business requirements and develop audience engagement initiatives.
- Extract, validate and clean data from multiple sources.
- Deliver campaign and system reports when required.
- Perform data loads and data quality reviews across workflows, process builders, approval processes, outbound messaging, in addition to providing knowledge about the reviews/outcomes.
- Develop and document workflows, approval processes, outbound campaign solutions and a customer knowledge centre.
- Work with Data Marketing Manager to develop best practices to extract data on request from internal and external stakeholders and communicate findings to the team.
- Support data related functions for marketing systems, including the development of lists, reports, dashboards.
- Undertake aspects of design, development, coding and testing of contractual reporting and documentation.
- Other work as directed.

ENVIRONMENT

- Work collaboratively with internal and external stakeholders;
- Meet with internal stakeholders on a regular basis;
- Work collaboratively and willingly in a small team that is "all hands-on deck".
- Work to Company's policies.
- Reflect the Company's culture and brand with external partners and stakeholders by functioning in a manner which is collaborative, contemporary, innovative, ambitious and, importantly, fair.

Requirements	Capabilities and competencies
<ul style="list-style-type: none"> • Required understanding of the Salesforce platform: Sales Cloud, Pardot, Force.com, Salesforce Admin and/or Developer experience essential. • Knowledge of Einstein Analytics. • Highly skilled in Excel. • Minimum 5 years' commercial experience. • Knowledge of software development methodologies, standards, design tools and specification representation. 	<ul style="list-style-type: none"> • Attention to detail, numerical ability, and data entry skills. • Deadline focused. • Ability to investigate issues and find solutions. • Ability to work autonomously as well as part of a broader team. • Highest integrity in professional and personal life.

The position description is not an exhaustive list and may change from time to time to meet the changing needs of the Company.

This Data Analyst role is based in **Sydney**.

Applications close Monday 21 June 2021.

Applicants are required to submit the following information to recruitment@michaelcassel.com

- Current Resume;
- Cover Letter including your notable achievements in a similar role; and
- Contact details for 2 referees.