

Customer Research & Insight Analyst

We are looking for a bright and ambitious Customer Research & Insight Analyst to enhance our understanding of our customers' needs, wants and behaviours.

This is a rare opportunity for an analytical, dynamic and commercial individual to join a marketing team within a forward thinking foreign exchange business at an exciting period of growth and new product development.

Reporting to the marketing manager, and supporting Caxton FX's stakeholders, you will assist in drawing actionable insights to provide recommendations across the business, fully contributing to improving the customer experience and upholding our customer centric culture. You will participate in the delivery of customer surveys, and departmental reporting on a weekly, monthly and annual basis, constantly looking for new opportunities and regularly making suggestions as to how our products and services can be improved.

Key Outcomes

- Contribute to Caxton FX's overall mission – to offer excellent customer service and value for money.
- Maintain a good level of knowledge of all analytical and insight related activity and to be aware of industry developments and innovations at all times.
- Drive effective and statistically rigorous customer segmentation and profiling for all channels to inform marketing strategies and tactics (eg communication timing, LTV improvement, retention improvement and acquisition opportunities) with a focus on ROI and profitability optimisation.

Key Requirements

- A graduate, with a relevant degree (eg data science, business marketing).
- Commercially minded, analytical and ambitious.
- Ideally, you will have some experience in using SQL, and BI tools (eg Tableau) and CRM systems.
- Some experience of working with, and making sense of large data sets.
- The ability to translate data into actionable insights.
- Strong communication skills, both spoken and written.
- An understanding of digital and offline marketing KPIs controlling performance and ROI.
- Good knowledge of MS Office applications, in particular Excel.
- Self-starter with a high degree of initiative.
- Excellent organizational skills, with a strong ability to multitask.
- Attention to detail.

About the company

Caxton FX is a foreign exchange company that has become an entrepreneurial success story. From launch our ethos has been to offer excellent value for money and great customer service. Our growth is testament to the fact that we have delivered on that vision from day one.

Caxton FX was founded in 2002. Since then, it has grown from one man and a phone to a business that turns over circa £750 million. Our analysts are widely quoted in the UK press on currency issues and with over 200,000 clients, we remain focused on delivering excellent customer service. Caxton FX has been defined as one of the 50 businesses leading Britain based on outstanding growth at a pace 73 times greater than the National Average.

At the heart of our success is our people. Caxton FX is a people business and our successful growth has largely been a result of the outstanding relationships we have established with our growing base of customers.

The Caxton culture is open, honest, hardworking, professional and fun. With approximately 100 staff the company is going through an important growth phase which is focused on new product launches and geographical development. We want to hire the very best people to support our ambitious growth plans. Through educational and training initiatives we support each individual throughout the development of their career with the intention of stretching each one to a high standard of excellence.

Benefits

- A competitive salary dependent on experience
- 20 - 25 days annual leave
Dependent on length of service
- Contributory pension scheme (from 1st April 2015)
- Choice of private medical insurance or health cash plan
- Cycle to work scheme
- Childcare vouchers
- Educational bursary to support professional development

Work environment

- A dynamic open plan environment in the heart of central London
- Free breakfast; fruit delivered weekly and cakes on your birthday.
- Regular social events - including Vodka rounders in Hyde Park, regular table tennis competitions and Christmas Party
- Games room with table tennis table