



# Data & Insights Manager

 Exeter, EX1 1QR / Hybrid

Permanent Contract  
Competitive Salary  
Reports to: CEO



## Life at Air...

**Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.**

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

## The Role

As our Data and Insights Manager, you will have a strong understanding of SQL and have experience in managing complex data, coming from multiple sources, and making sense of it all. This is a unique opportunity to join a growing company and have a huge impact on shaping our future. You will be an intellectually curious and data-driven professional looking to make a difference to our business performance through your insight and actions. You will have strong technical knowledge and be able to build your own reports and write your own data queries. Experience with third party automation tools and data visualisation platforms will be useful in this role, too. As our Data and Insights Manager, you will be exposed to a wide variety of sales and marketing programmes and business challenges from day one. This will significantly enhance your commercial awareness and your professional learning opportunity and will give you the opportunity to genuinely impact on the performance of our offering and in turn, on our clients' investment in our services.

## Responsibilities

- Provide insight (reporting / dashboards / etc) which enables the business (Head of Sales Services in particular) to optimise the performance of their team.
- Work with all stakeholders to ensure the data you need is clean and available.
- Effectively communicate across the business the value and insight of the data you provide and ensure that you both champion adoption but also educate on the value of the insight you are providing.
- Regularly stand back and review the trends and collated insight to highlight opportunities, risks or issues and provide to all stakeholders, most of whom will be members of the Senior Leadership Team and Board.
- Flag (proactively) any data issues so that they can be addressed.
- Provide insight (reporting / dashboards etc) for client campaigns to enable Account Managers to deliver effectively and for end Clients to see how we are performing.
- Exception management – look for areas where there are issues , flag any challenges proactively so that as a business we can fix / mitigate them.
- Analyse performance trends in our clients' campaigns, including performance segmented by data inputs such as days of the week, times of data, industry, company size, compatibility trends and much more.
- Manage the SQL database that houses all of our performance data.
- Create effective and reliable ETL/ELT pipelines to see data moved seamlessly to and from CRMs, databases and reporting (Verify and SQL).
- Statistically analyse, compute and experiment with data to provide new insights (unknown unknowns).
- Automate the reporting and data processes within our business to ensure that everyone has the data they need at their fingertips, when they need it.
- Liaise with key clients to establish how data and insights can play a role in adding value directly to them, which in turn increases client engagement, education and retention.
- Work with new clients to establish what reporting, data and insights could add to their journey with Air.
- Advise internal stakeholders around UK GDPR and data protection.
- Coach and mentor junior RevOps team members to help develop their knowledge of data and insights.

## Essential Skills

- Ability to manage data from several sources and sort the relevant from the irrelevant.
- Experience in managing data, ideally in a sales and marketing environment.
- Expert knowledge and experience working with SQL.
- A good level of technical knowhow (Ability to understand and work with Python, Ruby or similar would be beneficial).
- Experience using the Microsoft enterprise suite, including Power Automate & Power BI.
- Intellectually curious with an intense desire to continuously learn new things.
- The ability and confidence to challenge and question others Analytic mindset with the ability to gather, manipulate, and interpret datasets and trends.
- A reasonable understanding of sales and marketing functions and the way in which they operate.
- Ability to create and build relevant reporting across multiple departments.
- Strong time management and communication skills.
- Ability to interpret data without emotion.
- Strong, advanced Excel skills.
- An eye for detail.
- Confident to get stuck in and deal directly with clients or team members when required.
- Tools you will use:
  - Azure SQL Database
  - Verify (ETL middleware)
  - R and Python
  - Data sets from clients
  - CRM systems
  - MS Power suite
  - MS office suite (especially Excel)

## To Apply

Sound interesting? Great!  
**Click here** to apply by filling out the on-page form.