

This is us. Where **care and performance** matters.

Role title **Marketing Data Analyst**

Business Area: Brand & Marketing

Reports to: *Marketing Data Lead*

Location: *Auckland or Wellington*

Role purpose

As a Marketing Data Analyst, you'll play a key role in accelerating Kiwibank's customer engagement and personalisation ambitions. Working closely with Marketing, Insights and Product teams, you'll use data to build, test and scale personalised customer communications and digital engagement journeys that deepen customer relationships and improve activation, retention and long-term customer value. Leveraging your analytical and database querying expertise, you'll turn customer insights into targeted, multi-channel experiences, contributing to a cross-functional team focused on delivering measurable customer and commercial outcomes.

Responsibilities

- Support the delivery and ongoing optimisation of always-on customer engagement initiatives, partnering across Marketing, Insights and Product teams to develop, implement, monitor, and continuously improve personalised customer communications, journeys, and new engagement opportunities.
- Use data and customer insights to identify, quantify and champion customer engagement opportunities, influencing decision-making and supporting the delivery of measurable customer and commercial outcomes.
- Use data and analytics to identify opportunities, generate insights and optimise direct marketing, digital and social media activities, improving customer engagement, campaign performance and commercial outcomes.
- Evaluate and analyse business requirements for multi-channel customer communications, segmenting customers into relevant cohorts and execute personalised audiences through Salesforce Marketing Cloud.
- Be an active contributor to a high-performing, agile and supportive team, fostering a positive culture of collaboration, continuous learning and analytical excellence to help Kiwibank unlock value through data-driven decision making.

Skills and experience

- Advanced SQL skills with a minimum of 3 years' proven business experience with customer data. Either in a database marketing, digital marketing, marketing analytics, or customer insights role.
- A relevant degree or other specialised training/experience in marketing, data science, information technology, or significant experience using customer data within financial services.
- Exposure to Salesforce Data Cloud, Marketing Cloud or other marketing automation tools or CRM systems.
- Ability and experience in delivering in a complex and regulated environment, with strong judgement in identifying opportunities, risks and improvements.
- Broad technical skills set – databases, data discovery and mining, analytical methods, ability to perform in-depth data analysis and present insights in a clear manner
- Strong interpersonal skills, with the ability to communicate in a technical and non-technical way with stakeholders

Ngā Kauwaka | This is our Culture

Ngā Kauwaka are vessels that carry the knowledge and mindsets that prepare, enable and inspire us all. We have four kauwaka, each holding a different mindset that will enable us to deliver on our Purpose of Kiwi making Kiwi better off and our ambition to be Customers' 1st choice.

Ka tāmata i a tātou | **A place to belong – This is the freedom to succeed**

Me Māia | **Rise to the challenge – This is a restlessness to perform**

Tapatahi | **Better together – This is an unstoppable team**

Ngā Kiritaki | **Customer at the heart – This is passion for those we serve**

You'll also be a great team player, recognising that the nature of your role will evolve with our business. You'll actively play a part in the health and safety of yourself and those around you.

Certified



Corporation



This is Kiwi

