OVERVIEW OF THE OPPORTUNITY

Callcredit Information Group are experts in managing consumer data for businesses across every sector, from financial services, retail and utilities to public sector, telecoms, insurance and many more. The Group is focused on developing innovative products and services to help businesses make smarter, more informed decisions throughout the customer lifecycle.

This is an excellent opportunity for an individual from a numerate background to make a significant contribution within a rapidly expanding team. The individual would work with the clients of Callcredit to develop acquisition, retention, up sell and cross sell strategies as well as customer segmentation solutions to support marketing activity.

REQUIREMENTS OF YOU AND OUR COMMITMENT TO YOU

Callcredit wish to recruit 3 individuals to work within the Marketing Insight teams of Callcredit. The individual should ideally meet the following requirements:

- Degree educated in a Mathematical discipline;
- SAS programming skills are an advantage;
- Knowledge of statistical techniques preferred eg Linear or Logistic Regression;
- Ability to use Microsoft Office tools, eg Word, Excel and PowerPoint essential;
- Personable with the ability to meet with clients;
- A desire to learn!

Callcredit will provide these individuals with significant opportunities and training, including:

- Data processing and data mining techniques for marketing analysis;
- How to turn data into information that can be employed within business;
- How to undertake exploratory data analysis using a variety of statistical techniques;
- How to present data in tabular, chart & graph form using Excel/PowerPoint;
- How to develop targeting models and segmentation solutions;
- How to program using the key analytical tools eg SAS, SQL and GIS Systems;
- How to interpret data and explain the results to internal & external clients.

This opportunity will provide a breadth of experience few other organisations can offer. Candidates will work with blue chip client data in a variety of industries, undertaking statistical analysis across the full customer management cycle.

LOCATION

The role will eventually be based in Kaunas, however the candidates will be required to work in the Leeds office (UK) of Callcredit for the first 6 months of the appointment. During this time accommodation and a living allowance will be provided.

After the initial 6 months regular visits to the UK will be required, while the team from Leeds will make regular visits to the Kaunas office. We wish to create a true team environment!