

Senior Loyalty Analyst & Loyalty Analyst Nottingham

We're very proud of the Advantage Card. And we've got every reason to be. It's widely recognised as one of the best loyalty cards available, outperforming other cards in almost every measure. But we think it could be better. So we've invested heavily in new state-of-the-art technology that will enable us to carry out world-class customer analysis. Ultimately, this will lead to carefully-targeted communications and a tangible drive in sales across the business.

This is a highly exciting time. Join us and you'll get your hands on a plethora of under-utilised customer information and have significant influence on one of the UK's more solid retail brands. You'll take on early responsibility and share in our pride as you help us to shape our strong business vision.

We're looking for an analyst and a senior analyst, both confident grappling real consumer insight and inspired at the thought of taking one of the only loyalty card success stories to the next level. Whichever role you're interested in you'll need to be of graduate calibre in statistics, maths, marketing or business studies, with the sort of analytical mind it takes to delve deeply into data, as you use it to shape powerful knowledge-based direct marketing.

Interested? For more information and to apply, please visit www.boots.jobs/loyaltyanalysts

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