RAC have the exciting opportunity to appoint a **Campaign Consultant** to join the Insight team on a permanent basis. This role will be delivered on a**flexible hybrid model of working three days from home and two days at our Bradley Stoke office in Bristol.**

We are looking for a talented individual who will be able to make a big impact from day one.

Responsible for increasing the value of the RAC customer base by supporting the development and implementation of targeted and sequenced customer selections which are free of errors and compliant utilising Adobe Campaign and Braze marketing automation platforms.  This includes the deployment of propensity models built by the MI Insight team and the application of appropriate and measurable test plans developed with the marketing teams, with regular review of campaign performance and optimisation recommendations.

**What you'll do...**

* Work with key stakeholders to interpret requirements, and ensure campaigns are executed on time and to the highest standard.
* Build and execute campaign development across different business areas.
* Offer targeting recommendations for marketing campaigns using in-depth knowledge of prospect and member data.
* Analyse and optimise campaign process and builds and identify areas for improvements.
* Review campaign performance, feedback results and make recommendations to optimise.
* Create and maintain accurate process documentation to aid campaign delivery.

**What you'll need...**

* Knowledge of Adobe Campaign, Braze, or similar campaign automation tool.
* Basic / Intermediate SQL skills.
* Knowledge of consumer databases and experience of data selection tools and data manipulation tools
* High level of organisation and planning skills in a fast-paced environment.
* Ability to manage relationships with internal marketing clients.
* Ability to explain complex ideas to non-technical colleagues.
* High level of attention to detail and ability to produce accurate work under pressure.
* Knowledge of PowerPoint and ability to feedback on results.
* Good working knowledge of MS Excel & Access

In return, we offer a competitive salary and on target annual company bonus, contributory pension scheme, life insurance, 25 days annual leave, free on-site parking across all 3 sites and free RAC breakdown cover. We also offer a range of other flexible employee benefits for you to choose from.

RAC are in a period of growth and are looking to the future to how we can all work together to be the number one destination for all driving services. Together we are all **#OrangeHeroes!** Be a part of our journey!