

# Senior Database Analyst, Brussels



Leader in local tourism in Europe, the Pierre & Vacances - Center Parcs Group has built its success on innovative leisure concepts with significant landscaping and architectural qualities that respect the environment. The Group is currently stepping up the development of its ambitious projects aimed at meeting the expectations of new generations of holidaymakers.

With more than 51,000 apartments and homes, or more than 236,000 beds, the Group offers its 7.4 million clients the most attractive seaside, mountain, countryside and city destinations.

**For its regional headquarters in Belgium (Diegem/ Brussels) we are looking for a Senior Database Analyst for Benelux and Germany**

## ***Job description***

The Database Analyst BNG (Belgium, the Netherlands and Germany) has as core mission to contribute to and to develop the knowledge of customers of the Group Pierre Vacances Center Parcs products. He/she will help to set up, maintain and enrich the relationships between the group and the various segments of the markets, and will also support the implementation of the Group CRM Strategy.

### Responsibilities

- Manage the scoring and the segmentation in the databases;
- Propose and develop new models in order to improve the client relationship and our marketing efficiency;
- Be cautious of the security and the integrity of the data;
- Be the resource or manage projects for the Group CRM Direction;
- Support by improving present and future customers and prospects value at group and brand level;
- Be part of the development of web analysis and predictive modeling;
- Evaluate and realize reports with on and off line marketing activities;
- Be a support for people in charge of loyalty, trigger, cross brand programs;
- Contribute the enrichment of databases actively and be a key actor in reaching the high quality level the CRM group wants to reach.

## ***Requirements***

- Marketing database and reporting tool knowledge;
- University or Bachelor degree with a significant experience in statistics;
- Direct Marketing / CI insight;
- Experience in a CRM or a marketing services department;
- Be an expert user in the customer database and reporting software packages such as SPSS, ACCESS, BO;
- Good level in the languages Dutch, French and English. German is a plus but not required;
- Personal characteristics: analytical, structured, autonomous, dynamic, proactive and a teamplayer.
- Mastering figures and results oriented;
- Affinity with leisure and tourism activity.