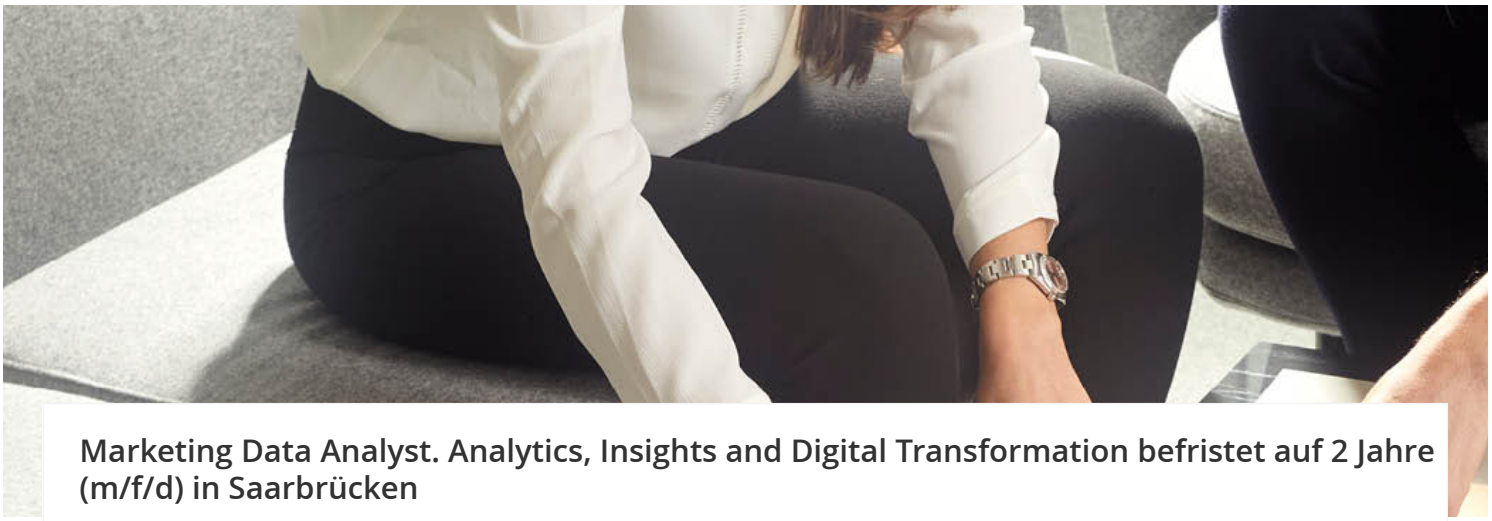


Marketing Data Analyst. Analytics, Insights and Digital Transformation befristet auf 2 Jahre (m/f/d) in Saarbrücken

Référence : 47878115

Festanstellung | Deutschland | Sonstige

- Datum der ersten Veröffentlichung : 27/11/2026
- Ort : Deutschland
- Tätigkeitsfeld : Sonstige
- Vertragsart : Festanstellung
- Standort der Position : null

Beschreibung des Unternehmens

Die ODDO BHF SE zählt zu den führenden Adressen der unabhängigen Privatbanken Deutschlands. Unsere Kunden sind sehr vermögende Privatanleger, vorwiegend mittelständische Unternehmen sowie institutionelle Investoren. Wir haben uns der professionellen und individuellen Beratung verschrieben. An unsere Mitarbeiter stellen wir die hohe Anforderung, dass sie mit ihrem Arbeitsbeitrag und ihrer Persönlichkeit dieser Maxime entsprechen.

Stellenbeschreibung

Aufgaben

- Turn marketing, sales, and client data into actionable insights to support client centric decision making and business steering.
- Develop and maintain user friendly PowerBI dashboards covering campaign performance, events, budgets, client behaviour, and marketing KPIs.
- Contribute to the setup of our marketing data platform by integrating and consolidating client information from multiple internal and external sources, enabling a unified 360° client view for more accurate analyses and decision-making.
- Participate in data science and analytics initiatives: explore datasets, run descriptive analyses and support the development of predictive or machine learning models.
- Strengthen our data foundations by supporting data quality improvements, maintaining documentation, and contributing to data governance efforts within the department.
- Promote a growing data culture by sharing ideas, identifying new use cases where data or AI can add value, and supporting colleagues in adopting analytics tools.
- Collaborate with internal stakeholders-marketing, sales, digital, CRM, and data teams-to ensure alignment, clarity, and consistent delivery of data-driven insights

Anforderungsprofil

Anforderungen

- Master’s degree in data science, analytics, statistics, computer science, business analytics, or a related field.
- Proficient in Python and SQL for data preparation, analysis, and modelling.
- Solid command of PowerBI (data modelling, DAX, visualisation).
- Familiarity with machine learning or GenAI frameworks (e.g. Scikit-learn, TensorFlow, PyTorch, LLM-based tools).
- Understanding of marketing analytics, customer journeys, funnel metrics, CRM platforms, or campaign data is a strong asset.
- Ability to translate business questions into analytical approaches and communicate results in a clear, structured manner.
- Strong analytical and problem solving skills with attention to detail.
- Collaborative team player, able to work with both technical and non technical stakeholders.
- Comfortable taking ownership, proposing ideas, and contributing to an innovation oriented culture.
- Professional proficiency in English and German or French.

Ansprechpartnerin

Frau Johanna Maus