

Role: Marketing Analyst

Central London | Full-time (Hybrid) | Early Career

1. Job Description

Join Capitalise.com and help shape the future of business finance

We're on a mission to help small business owners take control of their financial health by understanding their credit profile, checking the financial health of companies they work with, and accessing the funding they need to grow with confidence.

Since 2016, we've supported over 200,000 businesses and facilitated more than £2 billion in funding approval through our platform. As we continue to scale, we're expanding our data-driven marketing function and we're hiring a Marketing Analyst to help drive our next phase of growth.



Why this role matters

You'll be joining a collaborative, ambitious marketing team that operates with full ownership of its budget and strategy. We don't just support growth, we drive it. Your work will play a pivotal role in how we use data to make smart decisions across the entire funnel, from acquisition to retention.

We run campaigns across a range of digital channels, PPC (Google & Microsoft Ads), SEO, GEO, Meta and social media (Think LinkedIn, Instagram, Facebook, TikTok) and apply machine learning models to improve targeting, optimise spend, and sharpen our decision-making.

As our Marketing Analyst, you'll help turn this data into actionable insights that directly shape how we attract, engage, retain and delight small business customers.

What you'll be doing

- Report directly to the Head of Marketing and work closely with the marketing team.
- Analyse the performance of our active marketing channels and deliver insights crucial for profitable growth.

- Build and maintain dashboards and reporting tools to visualise channel and campaign KPIs and ROI.
- Report on performance to the wider team: weekly and monthly KPIs reporting across marketing channels.
- Conduct A/B test analysis, marketing experiments, and user journey reviews to derive actionable insights.
- Construct web and email touch points for our customer base.
- Ensure robust tracking and attribution frameworks are in place to accurately measure ROI.
- Collaborate cross-functionally with the product, funding and support teams to help implement data-informed improvements.

What you will learn

- How to derive actionable business insights from a large dataset
- Exposure to real-world applications of machine learning in marketing decision-making.
- Best practices in performance measurement, ROI tracking, and attribution modeling across digital marketing platforms.
- Hands-on experience with digital advertising platforms.
- How to design, run, and evaluate A/B tests and marketing experiments.
- Collaborative problem-solving across marketing, product, and funding teams to drive change and growth.

Who you are

- You hold a Bachelor's degree in a STEM subject, or are confident on technical subjects
- You are naturally curious and driven: you enjoy digging into numbers and turning data into clear, actionable stories.
- You're energised by purpose-driven work and take initiative to move ideas forward.
- You feel comfortable in a fast-paced, tech-driven environment, with a strong interest in marketing and growth.
- You've had some hands-on exposure to marketing, data or analytics through an internship or a previous role.
- Have the right to work in the UK

Nice to have

- Familiarity with tools such as Looker Studio, Google Sheet, GA-4, GSC or Metabase, or enthusiasm to learn them quickly.
- Any experience in a startup, fintech, or digital marketing environment.
- Awareness of Ads platforms (Google Ads, Microsoft Ads or Meta) and SEO tools (SemRush, Ahrefs, Screamingfrog, etc).

At Capitalise.com, we value diverse perspectives and experiences. If you don't meet 100% of the requirements but believe you're the right fit for this role, we encourage you to apply.

What you'll get

- Competitive salary + benefits
- Hybrid working with Central London office + flexible home days + work abroad
- Office perks: snacks, barista-made coffee, and regular team socials
- Mediacash health plan
- 25 days holidays a year + An additional day for your birthday 🎂
- Opportunity to grow quickly in a collaborative, supportive team environment
- A learning & development budget to invest in your personal and professional growth
- Cycle to Work Scheme

The Hiring Process

1. Screening call - a 30-min chat to understand your fit for the role
2. Task: a take-home case
3. Interviews: two rounds covering knowledge, critical thinking and cultural fit

Feels like the right role for you?

We'd love to hear from you: send your CV and a short note to people@capitalise.com.
