**Job Objective:**

* To assist in the execution of digital marketing initiatives that support brand visibility and campaign outreach.
* To contribute to content delivery, campaign tracking, and reporting under guided supervision.
* To support the Marketing team with daily tasks across digital platforms and performance channels.

**Job Scope:**

* Analytics systems and infrastructure management
* Data engineering and orchestration workflows
* Business intelligence dashboarding and KPI monitoring
* Cross-departmental data strategy and planning
* Data quality assurance and governance
* Stakeholder enablement through analytics tools and support

**Job Description:**

1. Analytics Infrastructure
   1. Design and maintain data environments (e.g. data warehouse schema, Parquet formats, access layers).
   2. Migrate legacy BI tools (e.g. Power BI) to scalable platforms (e.g. Looker Studio).
   3. Improve system resilience and analytics accessibility across business units.
2. Data Engineering & Automation
   1. Build automated pipelines using orchestration tools (e.g. Dagster, dlt) to enable reusable metrics and shared logic (e.g. retention, ARR).
   2. Integrate and transform data from tools such as GA4, Stripe, and product usage APIs for marketing analytics.
3. Business Intelligence & Performance Monitoring
   1. Develop dashboards for marketing funnel performance, campaign analytics, and product engagement.
   2. Ensure consistency between BI metrics and finance data (e.g. revenue attribution, ARR reconciliation).
4. Cross-Functional Data Strategy
   1. Collaborate with Finance, Product, and Sales to refine attribution logic, support strategic KPI visibility (e.g. for IPO-readiness), and advise on experimentation frameworks.
   2. Translate marketing questions into scalable data products that align with broader business objectives.
5. Data Governance & Quality
   1. Monitor schema integrity, enforce documentation standards, and reduce manual data patching through governance workflows.
   2. Promote trusted data sources for self-service adoption across teams.
6. Analytics Enablement & Stakeholder Support
   1. Deliver training, dashboards, and tooling that enable marketers and business leads to make data-informed decisions.
   2. Provide ongoing knowledge sharing and ad hoc analysis support to internal teams.
7. Accept all other duties as assigned by the Line Manager or any of its authorised officers.

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