Analyst, Campaign Performance and Analytics   
  
Reporting to the Business Director, this role is to help turn data into meaningful insights and recommendations for our multi-national clients. As part of the strategy team within an digital-led agency environment, we believe data should be at the heart of our decision-making.   
  
At the beginning you will be responsible for implementation, tracking and reporting mostly websites for a set of key digital clients. We will invest in your career growth to learn new skills, giving you ample opportunity to take ownership of projects and work with cross-functional teams within the agency network, including user experience, brand strategy, creative, and media.   
  
Responsibilities:   
  
With supervision help define measurement frameworks for the clients under your portfolio

* Managing the setup, extraction and organisation of campaign data, working with large multi-national clients in a digital marketing environment, handling digital media, marketing automation and CRM data.
* Build and execute bespoke campaign and data selections from Tableau, Qliksense, Power BI, Google Analytics, Adobe Analytics, Adobe Target, SQL, NoSQL and automated reporting systems to enable detailed conversion analytics for advanced personalisation and standard communications.
* Responsible for all campaign results analysis across traditional media and personalised digital channels.
* Mine data to derive insights on user behavior and performance through current and new reports and dashboards (excel, BI tools, clickstream analytics)
* Manage the accuracy and timely dissemination of CRM & campaign reports across multiple markets.
* Keep up to date with the latest analytical trends and approaches to ensure best practice
* Assist with the roll out of personalisation and set up of automation initiatives through the use of data.
* Providing assistance to local market users to enable highly targeted data selections and self-sufficiency
* Communicate key findings effectively and ensuring that insights that benefit the client are actioned
* Continually educate clients and colleagues on the importance of online measurement & provide best practice guidance on tagging, tracking, and reporting
* Support deep dive analytics with the wider team.
* Support qualitative and quantitative research projects to provide further insight and customer intelligence.
* Strong communication skills
* Passion in behaviour science, marketing intelligence and data storytelling
* Drive a data-driven culture.

Requirements:

* Bachelor’s degree, preferably in Business, Marketing or a technical/quantitative field.
* 4-5 years of experience working in Web Analytics or related field such as: Google Analytics, Adobe Analytics, Tableau
* Strong knowledge of Google Analytics reporting & implementation.
* High level of expertise with Business Intelligence tools, such as Google Data Studio, Microsoft PowerBI, CoreMetrics
* At least 2 years of experience in advanced web analytics methodologies such as experimentation and testing, competitive analysis, and market research.
* Experience in product apps, online ecommerce or online support environments, and chatbot is preferable.
* Experience in A/B testing and contextualisation tools such as Optimizely and Adobe Test & Target is preferable.
* Knowledge of Dynamic Tag Manager, Google Tag Manager
* Working knowledge of SQL beneficial
* Experience and expertise in the SEM (Search Engine Marketing) / PPC (Pay Per Click) and SEO (Search Engine Optimization) strategies is preferable.
* Three to five years of experience in using the Microsoft Office suite with very strong Excel skills.
* Strong knowledge of Google Analytics reporting & implementation. GTM experience preferred.
* Advanced Microsoft Excel skills. Data modelling experience a plus.
* Experience with technical analytics implementations strongly preferred.