Junior Data Specialist

The Role

As a business, we understand that data is an incredibly powerful asset not just for attribution and performance but for strategy and opportunity insight. Positioned within our Performance Marketing team, a Junior Data Specialist will work closely with the Senior Data & Analytics Strategist and Account Directors/Account Managers in the client services team.

Imperative to the role will be the ability to support the client service team with actionable insights from raw data. These insights could be simply to highlight campaign or project performance wins for clients, or they could be to fundamentally change the direction of the strategy being undertaken.

The successful candidate will be meticulous in their processing of data - using a range of industry tools and platforms that are available to identify opportunities. Whilst this will largely be for current clients, there will also be times where the new business team requires analytical support when pitching to new prospects.

A perfectionist by nature, a Data Analyst will go the extra mile to delight clients and colleagues - constantly pushing their own skills and experience as they go. Rather than waiting to be trained and inspired, they take it upon themselves to further their development and learn new things in an ever-evolving discipline.

Responsibilities

-   Analyse performance marketing data and identify actionable insights that drive growth and continuous improvements.

-   Build Google Data Studio dashboards to surface key data points for clients using existing templates.

-   Support the Senior Data and Analytics Strategist with Implementing new tracking strategies for clients to ensure all digital touch points are tracked effectively and efficiently.

-   Audit client Google Analytics accounts and implement updates and enhancements to create bespoke, best practise implementations.

-   Support the wider StrategiQ team with ad-hoc data analysis to guide strategy decisions and pivots.

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- Stay abreast of industry best practises and wider developments within the digital analytics space

- Occasionally assist with other areas of marketing delivery to support the wider team, such as content uploading, blog writing and reactive design tasks.

- Maintain a thorough awareness of the company clientbase and their strategies that enables you to frequently switch between activities and projects while still keeping client goals front of mind in all your work.

Skills

What we want from a Marketing Data Analyst

- Either a marketing/maths/science based degree with a strong mathematical background, or, experience in a similar role

- A passion for analysing data and a natural curiosity

- Ability to process large amounts of data and provide actionable insights

- Unwavering & acute attention to detail

- Good organisational skills and be able to manage own workload

- Self motivation to improve skills and learn new methods

- Desire to train and become an expert.

Salary

- £20,000-30,000 per annum

Benefits

- 🍱 Dedicated 1-Day R&D/Training
- 🏠 Flexible Working, offices in London, Leamington, Ipswich
- ☕ Excellent onsite barista coffee and cafe (all offices)
- 💶 Competitive Salary
- 💻 15" Macbook Pro, 27" Monitor
- ⛱️ Generous Holiday
- 🍎 Inclusive fruit and hot beverages within the office
- 🏋️ Inclusive gym membership (Suffolk Office)
- ✨ Amazing clients across all sectors
- 🥇 Annual employee awards
- 🎤 Conference & training budget

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