# Senior Marketing Data & Analytics Strategist

## The Role

The StrategiQ Group is seeking a talented 'Senior Marketing Data & Analytics Strategist' with advanced technical skills and marketing experience to spearhead a new Data & Analytics team within our integrated agency.

As a business, we understand that data is an incredibly powerful asset not just for attribution and performance but for strategy and opportunity insight. Working alongside our Directors and Leadership Team, the successful candidate will work closely with key client accounts to forge a standalone, integrated Data and Analytics serviceline to our agency.

Within this exciting new role the successful candidate will be immediately hands-on in utilising their wealth of experience and advanced technical skills with live client campaigns and strategies. The subsequent expertise will provide an immediate impact on the quality of our decision making, client performance and future strategy direction.

## Responsibilities

- **Key Account Data Analysis –** Fundamental to this role - you will lead data insights into the marketing performance of key client accounts. Working closely with 'Account Directors' and 'Account Managers' you will be invested in our clients' marketing strategies and provide supportive data and statistical insight for both performance and opportunity. This data would likely be drawn from a variety of sources across the relevant marketing channels that form their integrated strategy. Your role will provide a tangible impact on our client campaigns through data.
- **Connect with Key Clients –** Rather than working independently in the background, your role would see participation in client-facing strategy meetings and reports as you support their data journey. This will include setting the right strategies and ROI models with the support of Account Directors.
- **New Business Insight & ROI Modelling** - Working closely with the 'Head of Marketing & Business Development' and 'Directors' - you will provide supportive data-insight into our prospective client opportunities by reviewing their marketplace position and providing

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forecast and ROI models to underpin and inform our strategy proposals with solid data benchmarks and projections. You will also work with Client Services to proactively grow and support our existing clients via demand forecasting, opportunity discovery and advanced attribution modelling.

- **Evangelise Data within the Business –** As the inaugural and founding member of the Data Insights Team, you will ensure that everyone internally is aware of the value that data can have to a modern digital marketing agency. You will leverage data for the good of our clients and StrategiQ by empowering both our clients and internal stakeholders to make data-informed decisions. Always pragmatic you are willing to be challenged and be flexible in your thinking whilst ensuring that data is used to evidence and inform our actions.

- **Web Project Performance Analysis –** Working closely with our Head of Production, the Senior Marketing Data & Analytics Strategist would be involved in supporting key website project discovery phases in order to underpin strategy with quality data-led decisions. Working with the team - you will establish KPIs for the performance of the website post-launch as a key component of an integrated marketing strategy. Retrospective analysis would also be performed on websites 3-6 months post launch to interrogate the data behind the performance.

- **Visualisation of Data and Reporting –** Supporting our 'Head of Marketing Operations' and 'Client Services' you will actively evolve the visualisation of our client reporting and visualisation of data. Whether via Google Data Studio, Tableau or a method yet to be established - the way in which we utilise and present data both internally and with clients will be paramount to the performance and success of this new role.

- **Implementation of Data Collection and Tracking Strategies –** Whether the set-up of Split/AB Testing or deployment of advanced Event tracking within Google Analytics, you will drive the initiatives with our Marketing, Development and UX teams to isolate and extract the relevant data for analysis in supporting their associated marketing initiatives.

- **Innovate the new Data Channel –** Working with all relevant internal stakeholders, define the necessary processes, standards and reporting mechanisms to ensure that Data Analysis and Strategy becomes a key marketing delivery channel in driving success for our clients and team. You will naturally possess a curiosity and testing mind-set that effortlessly supports our marketing initiatives from hypothesis through to implementation and analysis.

## Skills

- Evidence of commercially applying data analytics in a sales or marketing environment where data played an integral part to the strategy and performance.
- Strong commercially-minded experience with marketing strategies.
- Evidence of the application of data and statistics to develop strategy direction.
- Mastery of Google Analytics .
- Experience working within a variety of sectors from Ecommerce to Finance.
- Experience working with a variety of data sources, databases and data warehousing.
- Experience liaising across teams and with external stakeholders.
- Excellent communication and presentation skills.
- Ability to influence and solution focussed.

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- Experience with data visualisation with tools like Tableau and/or Google Data Studio.
- Familiarity with other Google platforms such Tag Manager and Adwords.
- Strong working knowledge of appropriate programming languages for statistical analysis such as Phyon, R, SQL, MATLAB or similar.
- Working knowledge of integrated digital marketing strategies and attribution across SEO, PPC, Social and Email.
- Experience using AB/Split Testing tools such as VWO, Google Optimizely, Hubspot, Crazy Egg etc.
- Experience with SEO keyword ranking analysis and tools such as Accuranker, AHREFs or similar.
- Ability to utilise data analysis in other verticals such Page Speed within website engineering as an example.
- Hold a formal marketing or data science qualification.

## Salary

- £25,000-40,000 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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