

JOB DESCRIPTION

Performance Marketing 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 Performance Marketing Specialist will work closely with the Head of Performance and Client Partners/Leads in the client services team.

Imperative to the role will be the ability to support the client services team with actionable insights from raw data and dashboards. 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 ideal 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 Performance Marketing Specialist 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.
- Ideate and build Google Data Studio dashboards to surface client strategy KPIs and metrics.
- Support the Head of Performance with implementing new tracking strategies for clients to ensure all digital touch points are tracked effectively and efficiently.
- Design and implement digital measurement frameworks to support the development of client strategies.
- 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.
- Stay abreast of industry best practises and wider developments within the digital analytics space
- 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.
- Ideate and plan data driven experiments using AB Testing/MVT.
- Supporting the Client Services team with data insights and analysis for quarterly and strategy reviews.

Skills

What we want from a Performance Marketing Specialist

- 1-3 years of experience using Google Analytics and other Google measurement tools (Tag Manager, Data Studio)
- Either a marketing/maths/science based degree, 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

- Up to £35k 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