

Senior Data & Insights Strategist

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

Courageous Always doing what's right, not what's easy.

Truthful Being honest. Being resilient. Being authentic.

Knowledgeable Industry experts, pursuing the master of our craft.

Limitless Challenging norms through infinite thinking.

How this role makes a difference at StrategiQ

As a Senior Data & Insights Strategist within StrategiQ's Data team, you'll play a key role in our ability to use data as a powerful tool for attribution and performance, as well as strategy and opportunity insight. You'll be meticulous about your approach to data - using a range of tools to identify opportunities and find insight that might demonstrate campaign performance, or more fundamentally change the direction of a strategy.

You'll work with the Head of Data Strategy, Client Managers and Client Directors, as well as our wider team, articulating actionable insights from raw data and informing our work at every stage.

You'll work across multiple clients and give support to help shape the pitches that win us new business.

Whatever you're doing you'll be all about the detail and pushing your own skills and knowledge to make sure we take our data services into new territory in this ever-evolving discipline. You'll share your knowledge and skills with those around you, helping to raise awareness of our services and the importance of data in our work for clients.

Skills & experience we want you to bring and develop

Technical skills and experience

Data strategy and delivery - processing large amounts of data to shape actionable insights	Essential
Technical knowledge - experience of paid media and understanding of key metrics for insights. Similar experience of SEO and common tools. Google Tag Manager and Google Looker Studio	Essential
Reporting - able to communicate clearly in understandable reports and metrics that add value and confidently communicate our impact to clients in an engaging way	Essential
Commerciality - strong financial acumen, understanding of the agency model and account financial management best practices	Essential
Platform knowledge - working knowledge of BigQuery and SQL	Essential

Power skills and experience

Collaboration and teamwork - confident leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Relationship building - able to build confidence with others, engage people and persuade	Essential
Inspiring - able to engage clients and internal teams, and develop the skills of those around you	Essential
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, and keep the right people briefed to make sure we keep our commitments	Essential
Communication - active listener and confident communicator. Able to present ideas clearly, gain the confidence of others, engage people, build relationships and influence at all levels including with our most senior clients	Essential
Curiosity - asking questions, challenging opinions, seeking knowledge and opportunities to learn and understand more	Essential
Problem solving - able to spot potential problems, evaluate and action solutions with confidence or seek input from others when you know it's needed	Essential
Resilience - able to reflect on and recover quickly from difficulties, able to reframe	Essential

challenge and learn from experiences	
Attention to detail - producing work to the highest standard of accuracy and presentation	Essential

What you'll be responsible & accountable for

- Responsible for hands-on delivery of data work across a number of client accounts. Understanding requirements, completing analysis, providing actionable insights and bringing clear performance updates and value reports to clients
- Responsible for building Google Looker Studio dashboards to surface key data points for clients and using templates or custom data sets/layouts to support presentation of data which maximises insight and value
- Responsible for producing monthly value reports and performance summaries accompanied by data driven insight and actionable recommendations
- Responsible for pitching and winning work with existing and new clients. Identifying opportunities, building relationships in chemistry meetings, writing proposals and pitch decks, and advocating for our data service line internally and to the wider industry
- Responsible for delivering high-quality work that meets agreed budgets
- Supporting us to set standards for the Data team and innovate our client offering using BigQuery
- Supporting Head of Data Strategy to implement new tracking strategies for clients across different digital touch points, and continuously improving deliverables from the Data team

When you're successful in this role

- You'll be bringing new insights, ideas and a fresh perspective on data to the agency, inspiring and exciting those outside the Data Strategy team about the value of data to our work and clients.
- You'll be delivering actionable insights drawn from data that inform and add value to our clients work.
- Your reputation internally means you'll be called on for your expertise and involved in efforts to win new work and grow the impact of our team.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
 - ◆ Quality of insights
 - ◆ Accuracy of work
 - ◆ On time delivery

Your typical week

- **60%** - hands on performance analysis, insights and reporting
- **20%** - audits and data project support
- **10%** -training, mentoring others and R&D
- **10%** - client communication, internal collaboration and admin

A successful first 6 months with Strategiq

In 3 months you will have:

- Built great relationships with key peers around the agency; establishing your internal network and sharing the skills and knowledge that you bring to the team
- Grown your understanding of Strategiq, our service lines and our clients so that you can talk confidently about what we do and have a good understanding of the businesses for our key clients
- Delivered data work across a number of client accounts with good feedback from the team and clients .

In 6 months you will have:

- Contributed across many clients and projects bringing valuable insights that have shaped and informed our work
- Successfully contributed to new business with existing or new clients, actively contributing ideas to shape the opportunity and close the opportunity