SPITFIRE

SPITFIRE INBOUND (PTY) LTD

DATA ANALYST JOB DESCRIPTION

REPORTS TO: DELIVERY OPERATIONS MANAGER

MAIN RESPONSIBILITIES OF THE ROLE

As Data Analyst you will be responsible for a portfolio of clients. You will be responsible for strategic and analytical management of various client data sources across website, media and e-commerce data sets using the HubSpot tools.

You will analyse data sets to find ways to solve problems and provide solutions relating to clients requirements. Monitor performance and quality control plans to identify improvements.

JOB DESCRIPTION

- Interpret data and analyse results using statistical techniques and provide ongoing reports.
- Develop and implement databases, data collection systems, data analytics and other strategies that optimise statistical efficiency and quality.
- Identify, analyse, and interpret trends or patterns in complex data sets.
- Locate and define new process improvement opportunities.
- Identify potential to implement innovative new methodologies and improve analytical data.
- Use available data sources to deep dive and troubleshoot performance issues and propose methodical optimization tests.
- Collaborate with design and development teams
- Enhance client reporting and performance measurement and conduct detailed analysis work when required.
- Maintain a strong attention to detail and ensure designs are accessible, user-friendly and compliant with industry standards and guidelines.
- Adapt designs based on feedback, user testing results and project constraints, while balancing usability, aesthetics and technical feasibility.

MINIMUM REQUIREMENTS

- Minimum 3 years proven experience in a data focused role (data planning, campaign management and evaluation).
- Experience in working within a digital marketing environment.
- Good knowledge and experience in working with a wide range of data analytic tools e.g. digital analytics, social media listening, data visualisation, Python etc.
- Must have experience in working with Google Analytics, Adobe Analytics and HubSpot experience would be an advantage.
- High level of experience in data analysis techniques, as well as excellent knowledge of data sources, tools & technologies
- Strong research skills - understand how to apply qualitative and quantitative learning
- Experience in marketing data analytics and digital analytics
- Ability to work effectively, proactively and seamlessly amongst an integrated agency team
- Eye for innovation and the next emerging platform or partner
- Knowledge of customer research is a plus
- Highly numerical and analytical mindset.
- Attention to detail.
- Autonomous with a self-starter mentality.
- Ability to quickly solve problems & on-board new technology.
- A passion for data and using data to inform strategic planning.

CORE COMPETENCIES AND SKILLS

- High level of mathematical ability
- Ability to analyse, model and interpret data
- Problem-solving skills
- A methodical and logical approach
- Ability to plan work and meet deadlines
- Accuracy and attention to detail
- Interpersonal skills
- Team working skills
- Written and verbal communication skills
- An understanding of the ethics of gathering and working with data