

## Data Analyst

### Description

### Company Description

Spark Foundry make up part of a thriving global media network and are part of the Publicis Groupe, one of the world's leading communications groups. We are globally connected with over 8,000 employees in 110 offices across 70 countries.

#### Who We Are in the UK?

#### Spark Foundry, the Acceleration Agency.

We help brands to identify, learn and respond to opportunities faster than the competition.

Every client has an area of their business they need to accelerate, from short-term goals to long-term transformation.

We've proven our approach during the most difficult year on record. Now we're using it to provide a launchpad for their future.

Come be an accelerator with us.

#### How we accelerate

- **Planning:** an approach that works in practice rather than theory, arming planners with the ability to create cutting edge campaigns
- **Intelligence:** a suite of tools that give definitive answers to big questions, and uncovers actionable insights about real people
- **Trading:** a model built on flexibility and trusted relationships, underpinned with bold guarantees
- **Relationships:** a culture of asking challenging questions to better understand the brief – we are not a 'yes' agency
- **People:** a strong history of recruiting talent from diverse backgrounds and accelerating their careers

#### Our Commitment

We are diverse through our experience, people and the clients we look after – and we celebrate that diversity. Our people hold us accountable to our beliefs and via regular surveys and our grass roots D&I team, The Collective, and internal next generation board, Firestarters, we hold regular events and work continually towards generating ideas, initiatives and educating our people to ensure we are a diverse and inclusive agency.

As part of our dedication to create an inclusive and diverse workforce, Spark Foundry is committed to equal access to opportunity for people without regard to race, age, sex, disability, neurodiversity, sexual orientation, gender identity or religion.

### Job Description

#### Hiring organization

Candidate-1st

#### Employment Type

Full-time

#### Beginning of employment

asap

#### Job Location

London, United Kingdom

#### Working Hours

40

#### Base Salary

euro GBP 51K - 86K \*

#### Date posted

May 21, 2024

The Global Digital Analyst will be a core part of the Global Central team for a world renowned jewellery brand, working hand-in-hand with the Associate Digital & Performance Director to drive best in class analysis and reporting across all channels and platforms. You will work closely with the Digital Strategy, Account and Local Network teams, as well as the Digital Hub.

You will be expected to manage a broad range of channel and platform data, create ready to use analysis and reports, whilst providing insights and a balanced point-of-view.

You will be able to work closely to (and receiving great exposure to) various teams and stakeholders giving the candidate the opportunity to learn across agency functions and be part of multiple exciting digital projects.

#### **Delivering advanced analysis:**

- Work with stakeholders internally and the client to understand analysis needs and priorities.
- Build and maintain a comprehensive catalogue of data from a variety of sources, both internal to Zenith and with the client.
- Working with the team, undertake sophisticated analysis to provide clear data driven solutions and recommendations to business problems.
- Use your knowledge of statistical methods and analytical approaches to guide the team to appropriate solutions that are fast but robust.
- Directly liaise with key stakeholders to proactively overcome blockers and keep projects moving forward including organizing and leading meetings.

#### **Delivering campaign reporting and insights:**

- Build and maintain a reporting infrastructure that allows tailored delivery of campaign insights to stakeholders.
- Contribute to the roadmap for the reporting infrastructure, including opportunities for new tools.
- Deliver dashboards and reports as required to the campaign teams in the agency and client.
- Provide analysis and reporting support to the Media Activation team to ensure campaigns are optimized.

### **Qualifications**

To be successful in this role you will need:

- Experience in marketing analysis, including campaign evaluation and brand studies.
- Experience in using advanced analytics to provide recommendations and data driven solutions.
- Have a strong understanding of digital ecosystem.
- Experience in bringing together different data sources to craft a compelling story.
- Expert in presenting results of analysis to audiences with variable levels of data understanding
- Confident communicator and able to represent Marketing Analytics to Swarovski client.
- Advanced Excel user (advanced string functions for data manipulation, array formulas, PowerQuery for data cleansing/transforms, PowerPivot for

basic data modelling).

- Understanding of Data visualisation principles.
- Exposure to mainstream web analytics (Adobe Analytics, GA4) tools would be beneficial.

## **Additional Information**

If you have any adjustment needs arising from a disability or medical condition to fully participate in the recruitment process, please discuss this with the recruiter who contacts you.

### **#LI-Hybrid**

#### **How the process will look like**

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

#### **Job Benefits**

GBP 51K – 86K \*