

Job Description

Company	Course5 Intelligence
Position Title	Campaign Analyst
Reporting to	Director – Digital & advanced Analytics
Schedule	Full-Time
Work Location	Swindon, UK

OVERVIEW

Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Applied AI, Big Data Analytics, Digital Transformation and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients. More information can be found at www.course5i.com

Global Offices

United States | United Kingdom | United Arab of Emirates | India | Singapore

Job Summary:

The consultant's role is to help deliver analytics for wide range of platforms (web, media, social listening) and help provide insights and strategic inputs to the organization, essentially on all web metrics, related to .com and campaigns. The incumbent will work with client marketing analytics as well as business teams to define and measure Key Performance Indicators, (KPIs). You will define the best analytics approach using Adobe Analytics and other Product Suites.

Job Responsibilities:

- Manage the setup of web analytics within client defined platforms and how campaigns influence them
- Assess and report on web metrics performance to all stakeholder on weekly/monthly basis
- Extract highly relevant, actionable insights and optimization recommendations for paid/organic campaigns
- Manage the setup of campaign analytics within Client defined platforms
- Assess and report on campaign performance leveraging multi-channel data from multiple data sources. Partner with stakeholders to extract highly relevant, actionable insights and optimization recommendations
- Collaborate with other team members to collect and integrate campaign performance data
- Deliver campaign results, insights and recommendations, as well as performance updates and ad hoc analysis as required to business stakeholders at all levels in a variety of forums
- This person will work hand in hand with the internal Client campaign specialists.
- Gather and prepare monthly and Quarterly KPI results reporting.
- Document all the metrics and definitions used in reports in a playbook

Requirements & Qualifications:

- B. E / B.Tech / BSc (Maths or Statistics / MBA)
- Prior experience in analytics focusing on web analytics
- Proven skills: Marketing Analytics, Campaign Analytics, Web Analytics
- Must work well in a team environment and have excellent communication skills
- Google Analytics or Adobe Analytics (Reporting, especially Adobe Workspace),
- Insights Generation, and expertise in KPIs reporting and analysis
- MS Excel - Proficiency in basic Excel reporting & pivot tables
- Powerpoint - Analysis & Insights Deck Preparation & Presentation
- PowerBI expertise of intermediate/expert level is a great plus
- 5+ years of experience in Web/Campaign Analytics

Course5 is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, color, religion, sex, sexual orientation, age, marital status, disability, gender identity, etc. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.

