

# ORCHARD MARKETING

## DIRECTOR OF INSIGHTS AND ANALYTICS

### JOB DESCRIPTION



- Join one of Sydney's leading creative technology agencies
- Based in Pyrmont, Sydney and New York
- Unique opportunity to define and own a critical service offering within a leading global network

#### THE OPPORTUNITY

Orchard is one of the fastest growing full-service agencies in Australia. We work with several leading client brands such as Electrolux, Hyundai, BT, Zoetis and Bayer to develop and execute digital and comms strategies.

The Director of Insights and Analytics role offers a unique opportunity to define and own Orchard's data offering end to end (including tech stack, implementation, reporting and analytics, CRO and future predictive modelling/analysis). As a key area of investment for the agency, you will be supported by the senior leadership team to grow the data department and define, monetise, sell and deliver data services.

This position calls for you to connect the dots between data and an informed hunch. To be curious when you don't know the answer. And to believe passionately in data's ability to deliver real, attributable growth (both for our clients, and within the agency). You will evangelise data's role enabling behaviour change, and be comfortable discussing the role of data, insights, CRO and analytics at all stages of a client engagement. You will be confident mining data, and synthesising multiple data sources to identify relevant insights, addressing understood business problems or opportunities.

As the first, most senior hire in this department, it's anticipated your first six months will be spent 30-40% delivering hands-on work, with 60-70% remaining for product definition, internal training, client sales support and department growth. Should sufficient data revenue be secured sooner, a Junior Data Analyst would be hired to support.

Reporting to the Head of Strategy, the Director of Insights and Analytics will exist within the broader strategy team, but will be expected to operate and hire autonomously.

Internally, you will be Orchard's go-to resource for data, insights, reporting, CRO and analytics, identifying the facts about user's motivation and behaviour, and recommending relevant hypotheses, and actions to address or improve. Your love of data should be infectious, and inspire outcome-based thinking within the broader agency.

For Orchard's clients, your ability to understand a business problem or opportunity and quickly identify digital means of qualification, intelligence gathering and resulting recommendation will be key. Working alongside MD and C-suite client staff, you must be confident presenting and communicating at senior levels.

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#### KEY COMPETENCIES REQUIRED

- 1) Best in class analytical mind, and practical experience
- 2) Natural problem solver. Identify a problem, use a mix of data and insight to arrive at a qualified solution
- 3) Leadership capability, managing junior staff performance and nurturing growth
- 4) Keen commercial acumen. Understanding of key commercial models (supporting clients), and internal structure/profitability of the internal data department
- 5) Outstanding oral and written communication skills. Frequent client presentation will be required

#### CORE RESPONSIBILITIES

##### 1) Research and Product Definition (25%)

Translate client objectives into a research task, identify and source target audience, design research format and outcomes.

Use industry reports, tools (e.g., Salesforce, Google Analytics) and Social Studio to glean data points relative to marketing goals and glean qualitative insight.

Establish and maintain proprietary qualitative and quantitative research techniques that enable best practice analytics across account management and project management.

Define Orchard's retained data/insights/analytics/CRO product based on market demand, competitor landscape and client needs (supported by the senior leadership team)

##### 2) Analytics (40%)

Work with project management to ensure availability, integrity and quality of data from databases, digital platforms, and social monitoring tools.

Insight into consumer motivation and technographics to guide UX, strategy and metrics across the strategy planning department.

Insight into brand health relative to equity and positioning, competitor positioning, market trends and forecasting.

Turn insight into multi-variant testing (qualitative, quantitative, user goals, response &/or click attribution)

Interpret a client's business and/or marketing plan, collect, organise, prepare, analyse and identify variables for ROI, Optimisation, and Innovation.

Lead implementation of data strategy throughout development across creative, technology, community management, search (SEO, SEM), analytics and optimisation.

##### 3) Growth and Leadership (35%)

Analyze a variety of data sources to create actionable insights and recommendations to help clients in meeting their business goals.

Proactively identify potential challenges for the client and take the lead working with cross-functional teams to solve them.

Working alongside the senior leadership and account service teams, proactively sell the data department's services and take responsibility for data opportunities (via both existing client relationships and new business opportunities).

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#### ESSENTIAL SKILLS AND EXPERIENCE

- 1) Bachelor's degree in Computer Science, Marketing/Business, Statistics/Mathematics (or equivalent work experience in a relevant field)
- 2) Minimum five experience in advertising, research, media and/or marketing environment
- 3) Data, analytics, and metrics collection, organisation, preparation, analysis, and reporting
- 4) Experience with online monitoring and/or measurement tools e.g., Webmaster, Omniture, Facebook Insights, YouTube Insights, Google Analytics, Salesforce Social Studio, HootSuite, etc. Adobe Target a particular bonus
- 5) Experience running end-to-end conversation rate optimisation, and relevant tools such as Optimizely, Qualaroo and/or Rivuu
- 6) Experience applying insight to SEO (data, content, search variables)
- 7) Ability to work independently and as a member of a team
- 8) Aptitude to develop and maintain strong working relationships internally and externally
- 9) Aptitude to develop strong communication and presentation skills
- 10) Ability to work effectively to deadlines and juggle several assignments simultaneously
- 11) Show a strong commitment to Orchard's core values of Collaboration, Integrity and Curiosity
- 12) Applicants MUST have the right to work within Australia

#### A LITTLE ABOUT ORCHARD

We are a creative technology agency, and part of leading global network Enero. We strive to invent better in the work we produce for our clients, fusing art and science to grow our client's businesses. We work with several leading client brands such as Electrolux, Hyundai, BT, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

It's this passion and approach that has made us one of Australia's leading creative technology agencies.

#### INTERESTED?

If this role sounds right for you, please email your CV or LinkedIn profile to [hello@orchard.com.au](mailto:hello@orchard.com.au) and we will arrange a coffee and a chat!