



Data Analyst: Sydney/ New York

Technology is literally changing the world around us and yes, some people tend to focus on why that change is bad – it makes us uncomfortable, it breaks our status quo, it feeds our uncertainty – but at Orchard we choose to see it differently. Technology can make lives better. It can make businesses better, brands better and experiences better. It can be the change we want to see in the world.

Which is why we, at Orchard, rally around a single purpose: to *invent better outcomes* through creativity and technology. Those better outcomes can only exist in the context of people irrespective of if we label them users, customers, patients, clients or even staff.

- Join a dynamic and growing creative technology agency
- Based in Pymont, Sydney
- Working with blue chip brands to disrupt industries

The Opportunity

This position calls for you to connect the dots between data and a creative hunch. To be curious when you don't know the answer. To move beyond standard report generation by infusing everything you do with a dollop of data intelligence and magic.

You will be comfortable not only mining data but also synthesising multiple data sources to generate not only relevant insights but to take it a step further into strategic recommendations and action plans.

You are not expected to be a pure breed data scientist (we won't look the other way if you are) as it is the strategy around data more so than the science around it that we will be looking for. But, you should have a requisite and sufficient knowledge of data science to be able to brief in and manage data science agencies / businesses on more complex and trying projects should it be beyond your capabilities.

You will be working within a broader strategy team but there is an expectation that you may have to operate at near autonomous levels from time to time. With that said, Orchard is a very collaborative and motivated workplace so working together as a team is not only the norm it is also one of our core values, so you will always be supported when needed.

For our team, you are the go-to person for finding data, generating and using research, providing analytics, laying down the facts about human motivation and behaviour and generating actions off the back end of it. Your love of metrics is infectious and will earn you kudos across creative and the development teams.

For our clients, your ability to listen then ask smart questions about consumer behaviour and brand metrics brings gravitas. You can tell stories and sell strategic ideas in the way you present so being able to communicate at senior client levels will be paramount.

www.orchard.com.au

<http://www.linkedin.com/company/orchard-marketing>



Your key competencies are:

- Analytical skills. Flex digital marketing tools and resources to inform strategy.
- Problem solving. Identify a problem, use a mix of data and insight to arrive at a solution.
- Commercial acumen. Being able to identify factors for success or optimization.

Key Function

Research (25%)

- Translate Client objectives into a research task, identify and source target audience, design research format and outcomes.
- Use industry reports, tools (e.g. Sales Force, Google Analytics) and Radian6 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.
- Co-create innovative digital research techniques with Head of Strategy to generate best in breed thinking and additional revenue streams for Orchard.

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 Clients business &/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.

Strategy and leadership (35%)

- Ability to analyse a variety of data sources to create actionable insights and recommendations to help clients in meeting their business goals.
- Savvy in identifying potential challenges for the client and comfort taking the lead in working with cross-functional teams to solve them.
- An innate curiosity and desire to take a hands-on approach to solve complex business challenges by developing new methods to optimize digital business through analytics and data



- Create an appetite for and understanding of data, research & analytics across Orchard teams, and as a valuable service for our Clients.

Essential Skills & Experience

Here's the list to tick off against

- Desire to learn
- Bachelor's degree in Computer Science, Marketing / Business, Statistics/Mathematics or equivalent work experience in a technical or business/technical blended field required.
- Minimum 5yrs+ experience in advertising, research, media and/or marketing environment.
- Data, analytics, and metrics collection, organisation, preparation, analysis, and reporting.
- Experience with online monitoring and/or measurement tools e.g. Webmaster, Omniture, Facebook Insights, YouTube Insights, Google Analytics, Radian6, HootSuite, etc.
- Experience applying insight to Search Engine Optimisation (data, content, search variables)
- The insight to identify problems and not only take measures to rectify them but also the ability to define the Key Performance Indicators to measure their effectiveness and success.
- Ability to work independently and as a member of a team.
- Aptitude to develop and maintain strong working relationships internally and externally.
- Aptitude to develop strong communication and presentation skills.
- Ability to work effectively under deadlines and juggle several assignments simultaneously.

A little about Orchard

We are an independent creative agency who fuse art and technology to invent better outcomes for business and brands. We work with several leading client brands such as Electrolux, Asaleo, 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 largest independent marketing agencies.



Sydney | New York

Invent Better – make a difference

Please respect our desire to advertise our roles direct to market. We will no longer accept marketing calls to enquire about our positions, unsolicited CV's, forwarded profiles from LinkedIn or Facebook and reverse marketing of candidates to our HR/line managers.