Director of Insights and analytics: Sydney

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.

Orchard originated in Sydney Australia and has grown rapidly over the past 13 years, opening a New York Office close to 6 years ago. In that time the New York office has continued to grow and demonstrate its high-performance culture to North American clients, retaining both foundational clients and expanding into new categories and divisions. To say this is an exciting time to be part of the rapid expansion of Orchard USA, is an understatement!

The Opportunity

Orchard is one of the fastest growing full-service agencies in Australia. We work with several leading client brands such as Hyundai, Hoyts, BPay and Aldi 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.

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.

Key Function

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. This role is a part of the wider strategy team but will also have two direct reports; conversion rate optimisation specialist and analyst
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.

   Improve Orchard's current Conversion Rate Optimisation (CRO) and reporting products.

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).

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 in either Power BI or Tableau
6) Experience running end-to-end conversation rate optimisation, and relevant tools such as Optimizely, Qualaroo and/or Rivuu
7) Experience applying insight to SEO (data, content, search variables)
8) Ability to work independently and as a member of a team
9) Aptitude to develop and maintain strong working relationships internally and externally
10) Aptitude to develop strong communication and presentation skills
11) Ability to work effectively to deadlines and juggle several assignments simultaneously
12) Show a strong commitment to Orchard's core values of Collaboration, Integrity and Curiosity
13) Applicants MUST have the right to work within Australia

Above all, the successful candidate to join Orchard will be someone who has a strong work ethic driven by creative passion, positive energy and thrives on challenges, alongside a desire to grow with the company!

If you feel like this is the right job for you, would like to take your career to the next level, work in a great cultural environment that allows you to grow and enjoy work, please email your CV and contact details to jobs@orchard.com.au and we will arrange to meet you