

PEOPLE DEVELOPMENT (www.peopledev.net) is searching for A DIGITAL MARKETING ANALYST for a leading digital agency.

DIGITAL MARKETING ANALYST Based in NAIROBI

I. Job purpose

We are looking for a Digital Marketing Analyst to work within our client's Analytics & Insight Team. The successful candidate will be responsible for working with a portfolio of clients to assist in defining and implementing measurement strategies that align with client marketing and business objectives. The role will also involve conducting conversion optimization consultancies, with the aim of improving efficiency in clients' digital marketing strategies and increasing return on Investment (ROI).

The successful candidate will not necessarily come from a pure web analytics background but an excellent, in-depth level of knowledge in digital marketing, along with experience in strategic and analytical management of digital campaigns is essential.

II. Main duties & responsibilities :

- Campaign strategy
- Identifying client objectives and advising on suitable measurement strategies
- Benchmarking performance across all online channels and advising on KPIs
- Using methodical performance analysis to influence/support campaign strategies (Reporting and Analysis)
- Reporting on key metrics, analysing and interpreting trends and providing actionable insights based on available analytics data
- Analysing the effect of different online and offline channels on each other and developing and implementing innovative strategies for improvement and growth
- Analysing online user behaviour, conversion data and customer journeys, funnel analysis and multi-channel attribution
- Performing ROI analysis to evaluate efficiency and effectiveness of different marketing campaigns
- Delivering regular reporting and analysis documentation to clients and presenting findings or test results
- Representing our Insight team in client meetings and pitch presentations
- Assisting in educating clients on the benefits of digital marketing and the importance of online measurement & performance optimisation (Analytical and technical)
- Providing consultancy on campaign tagging and additional on-site tracking
- Spotting potential to implement innovative new methodologies and improve analytical procedure

- Using available data sources to deep dive and troubleshoot campaign (and overall) performance issues and propose methodical optimisation tests, both on-site and campaign based (Communication)
- Working closely with the commercial team to identify and explore opportunities to cross-sell services and support new client acquisition or collaborating with the design and development teams for on and off-site conversion optimisation projects
- Collaborating with the search and social teams to enhance client reporting and performance measurement and conduct detailed analysis work when required.

III. Background and experience

- 4 to 5-year College or University degree in Marketing
- 3years of experience in Digital Marketing with proven track-records in Africa.

APPLY

- Send resume and cover letter (both 3 pages maximum)
- Recall : i) name of position you're applying for in the resume and the cover letter, ii) your availability, iii) your current and expected salary, iv) 3 professional references with their phone number and email.

The deadline for application is **March 15th, 2017** to the following email addresses info@peopledev.net

Due to the number of applications awaited, only short listed candidates will be contacted back.

