

JOB: Head of Insights

Description

The Head of Insights will develop and report on customer, sales and engagement data for clients we serve within the construction industry and beyond. This role involves a high level of collaboration with clients, prospects and internal staff to help them understand better the business potential of data for marketing and business decisions. This role will lead and manage all data analysis and leverage those insights to develop and support selling techniques and strategies for clients.

MAIN RESPONSIBILITIES

- Lead on data insights.
- Collecting and analysing multiple sources of customer digital data (CRM systems; Salesforce, Google Analytics, PPC, Programmatic, etc.)
- Interpret sales and digital traffic/engagement/sales analyses to support the achievement of marketing and business objectives for clients
- Develop and achieve alignment from customers, team members and internal partners to ensure that the most appropriate insights and analytics are gathered to help grow clients' businesses and support the business plan
- Become the 'solution provider' to customers that data and insight delivers value
- Track and report data on all appropriate aspects of business
- Monitor competitive activity and identify competitive threats
- Provide insights and fact-based 'selling stories' for a variety of requests from customers to enhance strong partnerships and support achievement of business goals
- Develop "gold standard" reviews and reports for clients to understand imperative digital decisions
- Travel to client meetings to present key data insights as appropriate
- Contribute to internal digital business priorities (Content, CRM, Google Analytics, SEO, PPC, Infusionsoft)



DESIRED SKILLS AND EXPERIENCE

Education:

- Bachelor's degree in a numerate subject

Experience:

- 3-5 years in digital marketing/data management

Preferred Technical and Systems Knowledge:

- Proficient in CRM and analytics data systems.
- Knowledge of and experience with syndicated data (eg Google Analytics, CRM, emailing systems etc.).
- Ability to learn other data systems quickly
- Advanced skills in Microsoft Office (Word, Excel, and Power Point) and other relevant
- Good verbal and written communication skills.

Preferred Skills/Qualifications:

- Ability to multi-task in a client obsessed, fast-paced business environment
Possess a sense of urgency and attention to accuracy and detail
- Strong attentiveness to clients' needs and a 'customer-first' attitude
- Strong analytical skills: ability to mine data, interpret the data, and make business recommendations
- Ability to present data findings visually to a client audience of differing levels of knowledge
- Excellent communications skills and ability to manage and teach others
- Turn insights into implementable actions
- Shape the Pauley Creative service offering
- Define the software package combinations for different clients
- Source suitable 3rd parties
- Exceptional ability to estimate project timescales
- Keep up to date with new and updated software
- Excel to expert level

DISCLAIMER:

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.