

Analytics Director, Advanced Analytics – Job description

About STRAT7 Bonamy Finch

STRAT7 Bonamy Finch is an analytically driven insight consultancy providing a unique blend of advanced analytics, data science and bespoke research solutions to uncover growth opportunities for our clients. The STRAT7 group also includes STRAT7 ResearchBods (data collection and online communities), STRAT7 LiFE (data enrichment), STRAT7+ (strategy consulting and business change management), and CrowdDNA (cultural insights and strategy consultancy).

We are a diverse team of psychologists, marketers, survey analysts, data scientists and project managers. We have a common aim; to use our shared experiences to provide intelligent thinking from within a streamlined working environment. We are committed to providing clients with clear, captivating deliverables.

Role Overview

We are looking for an energetic, commercially focussed analyst to help grow our analytics offer – both survey analytics and customer analytics. The role involves management level refinement of our offer, team development/expansion, proposal writing and consultation, as well as hands-on designing, managing and conducting large-scale analytics projects in the area of consumer insight and marketing.

The successful candidate will have advanced knowledge and experience of a wide range of multivariate techniques, be a specialist in segmentation, and ideally have an understanding of conjoint. An all-round ability to consult and work with a variety of data sources, analysing large and diverse datasets, and be engaging and persuasive when consulting with clients.

Core Responsibilities

Key requirements of the role include:

- Consulting with clients on their business challenges and data assets, recommending how primary research, data enhancements, and analytics can be utilised to drive business growth.
- Mixture of conducting and managing analytical projects, consulting with clients on the best approach to segmentation, trade-off, prediction models and multiple source briefs.
- New business conversations with clients to take them through our analytics offer
- Writing analytical proposals / primary research proposals requiring analytics - ability to think creatively about designing analysis & research programmes that answer the client's needs in innovative ways
- Ensuring consistent, accurate and quality analysis is delivered; managing development tasks to create new products for the group; ensuring projects are delivered in a timely, profitable and successful manner.
- Responsibility for elements of team development e.g., Evolving our client facing materials to deliver clear, captivating explanations and deliverables
- Able to consult on, advise on, and build advanced segmentations – including survey matrix segmentations, database segmentations and hybrid segmentations incorporating multiple data sources
- Understand the process of building classification models to predict segments using a range of data science approaches, (e.g., Random Forests, XGBoost) on a variety of data sets (e.g. transactional, behavioural databases, marketing, sales, market research)
- Potential to get involved in our offer around unstructured data (e.g. Natural language processing) to enhance our primary research specialisms of Segmentation, Brand and Customer Experience and Product and Service Optimisation.
- Ensuring compliance with GDPR and other data privacy and protection regulations, liaising with management and IT.

Commercial skills:

- An ability to communicate clearly to clients, discussing and advising on business objectives
- Proven track record of how results can be deployed within businesses
- To take a flexible approach to workload, to work autonomously when required, demonstrating the ability to prioritise and organise and remain calm under pressure
- Continuous improvement – in a fast-moving field, the desire to stay on top of new techniques and tools is essential

Technical / Advanced Analytics skills:

- Must demonstrate a strong working knowledge of analytical techniques within primary research, such as segmentation
- A good grounding in wider data science techniques and analysis of a variety of different data sets will be an advantage
- Ability to piece stories together to deliver insights rather than just analytical models e.g., combine multiple data sources and analysis to project findings into real-world, business ready metrics
- Working knowledge of natural language processing, text analytics, and time-series modelling would be beneficial

Toolkit:

- Strong user of SPSS
- Use of R and/or Python programming (using libraries such as caret, dplyr ggplot2, sci-kit learn, pandas, numpy) would be ideal
- Strong user of MS Excel, and comfortable with MS PowerPoint
- Beneficial to have experience of:
 - Cloud computing (e.g. AWS)
 - Data visualisation (Tableau, R shiny, Dash)

Remuneration

Will depend on experience plus aptitude. We offer a good basic salary, plus participation in our company bonus scheme, plus company pension contribution. Full-time position, hours 09:00 – 17.30 Mon-Fri

Location

A mix of office and home working. Office in Cobham (Surrey), with potential to work from our London office. Depending on the client (and COVID-19 restrictions), occasional need for UK and overseas travel (1-2 nights per trip).

Equal Opportunities

Post holders must at all times fulfil responsibilities re: our equal opportunities policy and equality laws

Health & Safety

All post holders have a responsibility, under the Health and Safety at Work Act and subsequently published regulations. Employees as individuals of the Company have a statutory duty to co-operate together to promote health and safety best practice.

How to apply

Please send your CV and a covering letter to Paul Jackson, Head of Analytics at; paul.jackson@bonamyfinch.com