

Customer Analytics Director – 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), CrowdDNA (cultural insights and strategy consultancy), and Incite (Insight for strategy and planning).

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 consultant to grow our Customer Analytics offer. This is a very senior role to lead the refinement of our Customer Analytics offer, taking our offer to market, helping with team development/expansion, proposal writing and consultation, as well as designing, managing and conducting large-scale analytics projects in the area of consumer insight and marketing.

Customer Analytics projects involve helping clients optimise their marketing strategy (to get, grow and keep customers) by getting under the skin of their business challenges, probing their/external data assets, and designing and delivering analytical solutions that drive impact.

The successful candidate will have advanced knowledge and experience of a wide range of analytical techniques and use cases, be well-versed in discussing data assets and analytical solutions, and be engaging and persuasive when consulting with clients.

Core Responsibilities

Key requirements of the role include:

- Responsible for creating and driving our Customer Analytics offer
- Taking the refined Customer Analytics offer to market – creating collateral (with the aid of designers), speaking with marketing to organise marketing plans, speaking to clients about our offer
- Consulting with clients about data strategy, their business challenges and data assets, recommending how data can be optimised with further data / analytics to drive business growth.
- Leading Customer Analytics proposals and projects, including the conversations around data integration and systems - ability to think creatively about designing analysis & research programmes that answer the client's needs in innovative ways
- A consultant on Customer Analytics projects - when others leading - to ensure business ready outcomes
- Ensuring consistent, accurate and quality analysis is delivered; ensuring projects are delivered in a timely, profitable and successful manner.
- Able to discuss, advise and grow out our offer to deliver a variety of different analytical areas
 - Propensity Modelling (e.g. CHURN)
 - Database attribution (e.g. segment membership using machine learning)
 - Segmentation (e.g. behavioural)
 - Forecasting (e.g. Marketing Mix Modelling)
 - Unstructured data (e.g. Natural Language Processing)
- Synthesising and communicating analytics in a clear, compelling and commercially-relevant way
- Ensuring our offer is kept up-to-date by appraising new techniques and models, and sharing with team
- Understanding and communicating the role of primary research in aiding Customer Analytics offer
- 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
- Have a clear view of how Bonamy Finch can win Customer Analytics projects and contracts in a world where clients are upskilling and expanding their analytical teams
- Experience in writing and winning analytical proposals
- Discuss data strategy with clients with confidence
- Confident conference speaker
- 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 conversations and adapt our offer is essential

Technical / Advanced Analytics skills:

- Must demonstrate a strong working knowledge of advanced analytical techniques, such as regression, segmentation, machine learning
- Experience of managing team members with a wide variety of technologies including: R and/or Python, and SQL.
- Understanding and experience with cloud infrastructures such as AWS and how to integrate R/Python analytical workflows would be highly desirable.
- Being able to talk to clients about their infrastructure in order to deliver appropriate solutions (with the support of STRAT7 infrastructure team to deliver)
- Proven track record with accessing and manipulating client customer databases / data lakes

Toolkit:

- MS PowerPoint and Excel
- Organisational (e.g. Jira) and data science best practice tools (e.g. GitHub)
- Beneficial to have experience of managing projects which involve:
 - R and/or Python programming
 - SQL for data manipulation
 - Using API's to extract data from 3rd party providers
 - Hosting API's as docker images
 - AWS (Sagemaker, S3, EC2)
 - Data visualisation (Tableau, R shiny, Dash)

Remuneration

Will depend on experience plus aptitude. We offer a good basic salary, plus participation in our generous 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) or Soho (London). 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