

# Turkey Jobs Expertini®

## **Analytics & Insight Manager**

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Company: GroupM

Location: İstanbul

Category: other-general

### **Description**

Position at EssenceMediacom **We are seeking a highly motivated and organized Analytics & Insight Manager to join our team at EssenceMediacom**  
**Key Areas of Responsibility and Accountability**

Build a deep understanding of marketing plans and their objectives to help account team build comprehensive measurement, and test & learn plans

Lead the creation of clear, robust and thought-provoking campaign reviews and insights

Help ensure the efficient flow of work through the team, the timely delivery of high-quality outputs

Work with Account team to help define the correct questions to get under the skin of campaign performance and then interrogate data sources to deliver the answers

Help deliver “best in class” analytical capabilities including the use of new methods, techniques, tools and systems

Create brand & campaign reviews from insight & testing as to how to evolve media best practices which will also inform channel-specific guidelines

Provide expert opinion on channel and digital/linear media measurement solutions to clients & account team

Co-write Test&Learn plan with Client Leads

Collaborate with strategists, client & digital leads to produce deep dive insight from media delivery data to inform regarding Client's media strategy

Liaise with relevant discipline and product leads to integrate new tools into ways of working processes

**A bit about yourself:**

A curious person with a natural inclination for learning and personal growth

3-6 years of experience working with marketing within a data-based role

Bachelor's degree in Marketing, Advertising, Economics, Computer Science, Information Systems, Business Analytics, or related field; or equivalent professional work experience

Strong understanding of what data can be collected and analysed in both digital and non-digital campaigns, and how each data point should be analysed

Exposed to the measurement of Brand and Direct Response campaigns, with experience setting up Brand/Conversion lift studies

Previous exposure to Unified Measurement (MMM/MTA) is preferred

Familiarity and experience with SQL, Python, and/or 'R' are not mandatory and not expected on a day-to-day basis, but it is a plus

Established professional communication, presentation, and motivational skills.

Strong organizational and project management skills

Experience working in an agency-styled environment

Strong client management skills and ability to partner with our Client Services team

Ability to delegate effectively

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