Associate Director of Analytics

Introduction

Human Made Machine is a market research company with a focus on digital media, founded in 2015 and entirely independent, we bridge the gap between ideas and data. Our rigorous approach makes media strategy reliable and useful to our clients, and our strong focus on technology supports and augments our work. Within the company there is a wealth of experience in media strategy, planning, data science, qualitative research, software and data engineering.

Our operations are global, spread across NA, EMEA and APAC, we are proponents of remote-asynchronous working with offices/hubs in London, McLean, Singapore and Melbourne.

Visit humanmademachine.com for more information on what we do.

The role

Reporting to our NA Client Director you will be responsible for delivering quantitative and qualitative research which gets under the skin of our client's business and marketing objectives.

You will be managing the provision of deep and relevant consumer insight on behaviors, habits, sentiments and preferences. These insights will drive forward creative development, media strategy, planning, and campaign optimization for our client's marketing departments. You will build relationships amongst senior stakeholders internally and externally. Your expertise will influence their behaviors/actions to support our team and our clients' goals. You will deliver efficiency through the effective utilization of people and processes. You will support the company's growth by fostering new business opportunities. You will lead by example, supporting the growth of other members of the team. You will take responsibility for the company's processes and products.

Responsibilities

- Meet with clients and internal stakeholders to understand research needs in order to commission structured research projects.
- Assess and help to shape clients briefs, questioning whether or not the goal is specific, measurable, achievable and relevant.
- Identify the appropriate tools and techniques to execute robust research. Typically research will be a mixture of quantitative and qualitative analysis including:

  - Designing experiments to isolate and measure target variables
  - Writing and commissioning surveys

- Managing the recruitment of panelists and assessing the quality of the respondent data to ensure a robust and representative sample
- Using statistical techniques such as cluster analysis
- Consumer sentiment analysis for brands and their campaigns through the use of social insight tools and/or open-ended survey analysis

- Manage the execution of projects and creation of high-quality outputs that provide context beyond the brief at hand. Deliver a strategic recommendation that helps to frame future goals and focus.
- Produce clear and concise written summaries and data visualizations that enable effective communication of project outputs via convincing storytelling.
- Develop your relationship with key clients and internal stakeholders through regular contact and updates.
- Take ultimate responsibility for the quality of deliveries from the team. Identify lack of process/changes to process which affect quality. Actively promote accuracy and spot check work to identify where there are issues and that procedures are being followed. Facilitate process across practises and regions and keep the team abreast of changes.
- Support business growth by actively identifying new opportunities, developing materials and participating in pitches.

The candidate

Requirements

- Excellent verbal and written communication skills.
- 7+ years experience in an analytically driven marketing role.
- A degree that demonstrates strong communication and analytical skills such as an applied quantitative field, social science, psychology or communication.
- Ability to write concise, direct and balanced surveys that will effectively generate a relevant and unbiased data set.
- Strong analytical skills, with the ability to identify business questions, analyze data, draw conclusions, and develop actionable recommendations.
- Highly advanced Microsoft Excel skills and experience interrogating databases and systems using SQL and/or other tools to obtain answers.
- A knack for presenting complicated data in a way that cuts through the noise and allows the audience to focus on the underlying trends and insight.
- Strong organizational and project management skills.
- Established and professional communication and presentation.

You'll stand out if you have

- Fluency in other languages, especially Spanish, German, French or Japanese.
- Experience assessing and using social analytics tools.
- Experience using statistical techniques and/or programming languages such as R and Python
- Experience using data management platforms.

What we can do for you

At Human Made Machine you'll enjoy working with a tight knit team who are open, respectful and driven. We move fast to keep our competitive edge, making our work interesting and varied.

You will have instant exposure to experienced engineers and analysts supporting your development. All while working with world class marketing brands.

We support each other as a team with shared values that keep us creative and effective. Along with job satisfaction, we reward our team with:

- An attractive salary package benchmarked against industry standard
- Company bonus scheme
- Hybrid working - minimum of 3 office days
- 401(k) employer matching up to 6%
- Health Insurance
- Life Insurance and Long Term Disability Insurance
- 15 paid (includes vacation and personal days) + 11 bank holidays days per year
- 5 paid sick leave days

Human Made Machine is an equal opportunity employer. We celebrate diversity and are committed to an inclusive environment for all employees.