Analytical Researcher

Good Growth Limited

Good Growth Limited (www.goodgrowth.co.uk) transforms the way organisations respond to their customers. Ranging from the boards of some of Europe's largest organisations, through to start-ups and 'challenger' organisations, our clients share a desire to shape their future by developing and deploying a clear strategic intent to disrupt their markets through the systematic capture, interpretation and analysis of deep customer insight.

We work with household names including O_2, SKY, KPMG, Barclays, The Open University, The Guardian, BHS, Fitness First, Manchester United and The Economist.

They recognise that to do this they have to change their organisations. We work and operate globally to transform operating environments, change cultures, and put the customer at the heart of the business.

Every year, we work with a limited number of clients to enhance their capacity to innovate and explore growth opportunities. We achieve this through clear thinking founded on solid data and first class project management. We leave 'gut feelings' to the amateurs and pride ourselves on the commercial quality of our insight and the results this brings. We manage our projects and our clients with precision and professionalism at all times.

Our business was formed in 2012 and has been growing rapidly ever since - this year we are set to grow by 20% and it is time for us to expand our client delivery team in order to match demand for our services and look after our growing portfolio of clients.

We are looking for a highly focused and competent analytical researcher to join our analytics team based out of our Exeter office. Our new Exeter office houses both our client delivery and research analyst teams in a new open plan environment and provides our innovation hub.

1   Purpose

The primary focus of this role is to directly support client projects through the application of qualitative and quantitative research methods to provide rich commercial insight into our clients' digital offering.

1.1   Insight

You will be part of our analytical and insight team and be responsible for the successful running of insight tools and data analysis for a range of clients. You will manage the technical considerations of clients and suppliers, the business objectives of their top managers and the interests of our company. Insight will include a blend of qualitative and quantitative data sources.

1.2   Reporting

You will be responsible for developing our research and data tools, provide timely, high-quality data and help to generate hypotheses and ensure that we deliver and communicate insight and advice in a timely and efficient way. You will directly support the creation of reports and

presentations to communicate insight, hypotheses and conclusions to clients in a clear, compelling and commercially focused format.

1.3 Testing

You will have a passion for, and awareness of, the commercial digital environment and it's emerging trends and want to help our clients improve their sales by using technology, sharing knowledge and driving innovation into their digital activities. You will support the testing of hypotheses and work with the analytics teams in order to support delivery of our test & learn process.

1.4 Attitude

You will have a scientific approach to things: you will be able to separate fact from opinion and have an instinct for what leads are most worth following. You will enjoy formulating fact-based hypotheses and proving them; but will be able to accept when you are wrong and refocus as a result. You will hate 'sacred cows' and enjoy pushing technology to its breaking point.

We are looking for a team player and articulate individual with strong personal values who is ambitious, independent and willing to work hard; this last is the single biggest criterion against which candidates will be judged.

2 Job Specification

Criteria
• Manage data and reporting for multiple clients to agreed deadlines.
• Ensure that information and data provided or used by us is accurate, valid, reliable, timely, relevant and complete for the purpose intended and that analyses are robust and clearly presented.
• Provide ownership and accountability for the data you collect and analyse, including any assumptions and risks.
• Be able to justify all conclusions and project activities based on customer and company value.
• Provide clear and concise communication - both internal and with client - including emails, reports, presentations and briefings.
• Work with our staff and clients to develop and implement projects that fully meet and exceed their expectations in their planning, development, monitoring and delivery.
• Develop a world-class critical mindset to the tools you use and the quality they provide.
• You will be based at our Exeter office and will need to visit clients when required.

3 Person Specification

3.1 Experience

Someone with an experience of:

Criteria
• Clear, rational and disciplined thinking (*e.g.* science degree, technical job)
• Rigorous and analytical research
• Working experience of statistics, especially understanding the impact of tolerance and error
• The role of data analysis in problem solving
• Working within a project environment and managing deadlines
• Website development and HTML / CSS programme language experience advantageous, but not essential

3.2   Skills and Abilities

Criteria
• Numerate and analytical – accurately manage and analyse data in a structured and statistically robust manner.
• Team working - contribute in a small team working to tight deadlines.
• Direction - follow explicit instructions in some instances, although you will be expected to make evidence-based and justifiable challenges.
• Expertise – desire to develop specialist skills and subject area leadership in the context of our work.
• Technology - confident and experienced in working with standard computer software packages, including advanced spreadsheet and analysis programmes for data and reporting.
• Communication – present complex issues in a clear and coherent manner to both internal or external audiences.
• Quality - report data consistently and accurately, and adopt a strong discipline on data checking (both yours and others) for errors/mistakes.
• Interpretation - understand web usage, consumer figures and statistics and be clear about their interpretation.

3.3   QUALIFICATIONS AND TRAINING

Criteria
• Ideally a graduate or other technical qualification.
• You will be expected to achieve a Google Analytics Individual Qualification within 3-4months of starting.

4   Other information

Based at: Good Growth HQ, Exeter, Devon

Reports to: Head of Analytics

Salary range: Competitive, negotiable depending on experience

Job type: Full-time

Holiday: 25 days + Bank Holidays

Pension: Workplace Pension

Apply: To apply for this position please email careers@sarahwestrecruit.co.uk, attaching your CV and a covering letter, describing why you are the right person for this role.
Please be aware that your application will not be considered without a covering letter.

You can also use this email if you would like to request further information, or a conversation with us about the role.