



Role Profile

Analytical Researcher

Overview

Good Growth is one of the fastest growing e-commerce consulting businesses in the UK. We work with leading brands globally to build, optimise and grow their digital channels faster and more profitably than their competitors. Currently working remotely but with our main office based in Exeter and satellite offices in London and New York, we provide our services across a range of sectors and geographies. We have significant depth in retail, media, FMCG and B2B with a track record of success across a wider range of business sectors in including financial services, telecoms, utilities, leisure, higher education and travel.

The value created for clients along with our Net Promoter Scores and the quality of our IP methodology and resources, enable us to attract and retain major brands from around the globe including boohoo, PUMA, Kraft Heinz, Pets at Home, ITV and Channel 4.

Job purpose

The primary focus of this role is to support the successful delivery, retention, and increased value of a range of client engagements through the application of qualitative and quantitative research methods that provide rich commercial insight into our clients digital offering, and to support our response to these findings through commercially impactful programmes of testing, including but not limited to AB testing through a range of software solutions.

You will support the timely delivery of customer analytics and insight, for the creation of hypotheses and to ensure that we deliver and communicate these findings in a timely and efficient way.

You will support the delivery of commercially impactful programmes of testing (including AB testing) and will support our clients identify and close any gaps within their existing testing or analytical implementations.

Key accountabilities

- Support the delivery of customer insight and digital analytics for multiple clients to agreed deadlines
- Support the delivery of AB testing and optimisation roadmaps through a range of software solutions
- Support the effective application of a range of software solutions including web analytics (e.g. Google Analytics), customer insight (e.g. Hotjar) and optimisation (e.g. Optimizely)
- 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.
- Provide clear and concise communication to high standards - both internally and with client - including emails, reports, presentations and briefings.

These are the key accountabilities identified and this list is not intended to be exhaustive.

Key ways of working for success

- 1 Have a scientific approach and an ability to separate fact from opinion with clear, rational and disciplined thinking.
- 2 Be able to accurately organise and analyse data in a structured and robust manner and adopt a strong discipline of quality control
- 3 Be able to follow explicit instructions in some instances, although you will be expected to make evidence-based and justifiable challenges.
- 4 Be able to present complex issues in a clear and coherent manner to both internal or external audiences.
- 5 Have a passion for, and awareness of, the commercial digital environment and its emerging trends.
- 6 Develop a world-class mindset to the tools you use and the quality they provide.
- 7 Have a desire to develop specialist skills and subject area leadership in the context of our work.
- 8 Be confident and experienced in working with standard computer software packages, including advanced spreadsheet and analysis programmes for data and reporting.
- 9 Be an effective communicator and able to develop long term relationships with a variety of client stakeholders

We are looking for a team player and articulate individual with strong personal values who is ambitious, independent and willing to work hard

Qualifications and training

Essential

- A First Class or 2:1 degree in a Science or Mathematics degree
- A passion for data and an open mind
- Experience working as part of a team and to strict deadlines
- A high level of pride in the quality of your work

Preferred

- A familiarity with Google Analytics and AB testing would be advantageous but is not essential as full training will be provided
- You will be expected to achieve a Google Analytics Individual Qualification within 3-4 months of starting.

Other information

- Salary depending on experience
- 25 days annual leave, plus bank holidays
- Workplace pension scheme

To apply please attach a CV and cover letter and email to Mike Duke at md@goodgrowth.co.uk

