



DEC20/2021

Data & Insight Manager

Great British Chefs has invested in technology to unlock the potential of our 2 million monthly visitors, subscribers and customers. The importance of data within the business will continue to grow and we are looking for people who are passionate about using data to power insight.

This newly created role reporting to the VP of Partnerships will accelerate and evolve Great British Chefs' insight capabilities, taking responsibility for GBC's Customer Data Platform and research initiatives. This will help our clients better engage with the GBC audience.

Responsibilities

Data

- Consult stakeholders to better understand business-to-business requirements and help implement GBC's data plan
- Shared ownership of GBC's newly integrated Customer Data Platform
- Assess the effectiveness of data sources and data-gathering techniques and improve data collection methods
- Responsible for best practice of customer data collection
- Grow pool of data and insight partners to improve GBC's capabilities
- Update GBC's research model and take responsibility for GBC's data compliance and standards adhering to industry best practice

Commercial Insight

- Develop strategic insights from GBC's first-party data to inform commercial development and effective decision making
 - Produce regular reports into emerging trends and behaviours
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Client Insight

- Extract insights to help shape client pitch proposals, placing GBC customer insight at the heart of commercial conversations
- Attend and lead regular client brainstorms and help to find stories within the data
- Use data to inform client creative messaging and execution
- Help the team shape client campaign targeting and optimisation
- Develop new data visualisation solutions and improve campaign reporting capabilities
- Alongside ad operations make GBC data available to programmatic partners

Knowledge & Experience

- Passionate about data and insight
- Enjoy working as part of a team and able to communicate complex ideas in an interesting and easily digestible manor
- Degree educated in relevant field
- Either successful track record within agency / in-house environment or ambitious graduate with keen interest in data analysis
- Proven data management expertise
- Previous success in managing quantitative and qualitative research projects
- Extensive experience of generating insight from data
- Sound data visualisation competencies and experience building dashboards
- Advanced knowledge of MS Excel
- Excellent analytical skills with strong attention to detail
- Commercially astute acumen
- Comfortable working with all levels at our company and confident to contribute

Location: Remote

Package: Competitive based on experience

Status: Full-time, permanent

To apply, send your CV and cover letter to info@greatbritishchefs.com
