WE ARE HIRING!

Business Intelligence Analyst

THE MARKETING CLUB is an online marketing agency specializing in performance marketing and more specifically in lead generation and affiliate marketing. We're an international team of professionals with a broad experience in digital marketing, media buying, data acquisition, and conversion techniques. We regularly work with a network of specialists who give us a vast reach, without the bureaucracy found in larger agencies. We are offering a unique approach with huge potentials and proven results in Asia and in the rest of the world.

Job brief

Our agency has a need for a Business Intelligence Analyst with experience in data analytics and metrics optimization. We are interested in furthering our data collection and analysis practices, so you will be responsible for instituting new policies, procedures, and programs from the ground up. We need the right professional who is able to put the data we collect to practical use, with the end goal of maximizing profits and increasing our efficiency. You'll be responsible for processing several different types of data, including those related to our websites and promoted campaigns. With over US$10k media spent and over 1MM events per day, this is a critical role in order to further grow our activities.

What you are expected to do as a Business Intelligence Analyst.

- You will develop and maintain our analytics & data infrastructure for the purpose of producing analyses and reports accurately, efficiently and timely, to support and optimize performances of hundreds of campaigns we are running around the world;
- Create daily performance reports for each team;
- Define tracking needs and implement tracking across various analytics platforms, such as Voluum, Binom, Google Analytics, and Google Tag Manager;
- Visualize data in clear and concise dashboards, using tools such as Tableau, MS Excel and others;
- Create processes among our teams to ensure effective prioritization and execution of Ad-Hoc analyses and reporting;
- Analyze results and suggest actions for optimizing.

Requirements

- Completed or in completion of a Bachelor's Degree in related fields;
- Proactive and detail-oriented (data-driven personality);
- Results-oriented, curious and good with numbers;
- Has an interest in advancing their career in Data Analytics, Data Visualization, Digital Marketing, Marketing Tech (MarTech), Business Intelligence, Star
- Does not like routine and enjoys solving problems;
- Looks for autonomy and independence;
- Proficient in English language (written and spoken);
- 2+ years of experience in data analytics, BI, automation, and/or coding;
- Experience in digital marketing is a plus but not essential,

What we offer

We offer a fun and supportive work environment and are willing to assist in developing your skills and abilities to further your career opportunities.

- Competitive reimbursement;
- Cool office in the heart of Thong Lor;
- International team (about 10 different nationalities);
- Exciting start-up work environment, dynamic team with flat hierarchies;
- Open discussions and new ideas are highly encouraged;
- Great career mobility and personal growth potential;
- Flexible working schedule.

Did you smile while reading this and do you think you have what it takes?
Drop us a line with a motivation letter and a copy of your CV at hr@themarketingclub.co

The **Marketing** Club