

INSIGHTS ANALYST

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 120 staff and content providers. Our own and partner sites achieved 450m page views in the second quarter of 2021, from 280m users.

We are looking for an Insights Analyst to provide data analysis support to our operations and editorial teams.

As our Insights Analyst, your primary task will be building, maintaining and monitoring a suite of reporting tools to maximise performance and revenue across all the platforms our content touches. This could be onsite analysis of user registration flow, user retention and data acquisition performance, or providing insights as to the content that's working on Google and Facebook.

This role will play a critical role in strategic planning and supporting editorial and revenue operations leadership. You'll work closely with senior editors, management and external contacts.

The ideal candidate will have a high attention to detail, be highly organised and open to support across a number of different projects and operational areas.

GRV Media is a UK based, remote company. Applicants are asked to apply only if they have the ability to work in the UK, prepared to work remotely and preferably have experience of doing so.

Main areas of responsibility:

- Using Google Analytics for timely and accurate delivery of data and regular reporting to key stakeholders
- Drive and monitor changes to accounts on platforms such as Google News, Facebook, Flipboard and YouTube, with supporting research and regular progress to inform success of projects and next steps
- Create, maintain and provide platform activity insights to editors and senior managers ensuring that content is performing as best as possible
- Delivering ad-hoc report requests to the business using a variety of systems and information sources (and documenting the work)

- Support user acquisition projects with data insights
- Support ongoing ad hoc revenue projects and partnerships
- Feed ideas in to strategic planning process

Key skills:

- Strong analytical, decision-making and problem-solving skills.
- A positive attitude and a willingness to learn
- A genuine interest in digital and more specifically digital publishing
- Solid understanding of digital media and digital advertising metrics and the current industry trends
- Familiarity with Google Analytics, Google Ad Manager and ideally Data Studio and SQL
- Bachelor's degree in Data Analysis, Data Science, Business Analysis (or similar) and/or case studies illustrating where your actionable insights have significantly increased business KPIs
- Excellent computer skills, including advanced knowledge of spreadsheet applications
- Experience working with Facebook, Google Search Console and ideally Flipboard and Google News
- You are coordinated, structured and a team player who can help out with things that are outside the scope of the role.
- You will have the ability to think at a broader, strategic level

Applications are welcome from recent graduates who have the right skillset.

Benefits

- A competitive salary depending on experience
- Discretionary bonus scheme
- Company Pension contribution
- A professional but friendly working environment.

Applying

Apply via email using the link below. Include your CV, a little bit about you, some examples of projects you've worked on and why you'd like to work with us.

[Apply Here](#)

If we think you're a good fit we'll arrange a telephone call with you soon after that.

We are an equal opportunities employer.

Seniority Level
Junior level

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing &
Advertising

Job Functions
Data Analysis, Operations