



GREAT
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JOB OPPORTUNITY

Title: Market Research & Marketing Analyst

Company: Great British Chefs LTD

Location: London

The Job

Great British Chefs are looking for a methodical and entrepreneurial Market Research & Marketing Analyst to help us put data at the heart of our business. The successful market researcher will be able to analyse data from a variety of sources including bespoke quantitative surveys, Google Analytics, Moz and social data (Facebook, Instagram, Twitter, Pinterest etc) and provide actionable insights for both Great British Chefs, Great Italian Chefs and our clients.

Responsibilities

- Collect data from a variety of sources and consolidate the information into actionable insights, reports and presentations.
- Develop monthly reports for the business from which we can extract clear actions and recommendations to improve our overall traffic and marketing campaigns (social, email newsletters).
- Work with the COO to provide regular evaluations for clients on integrated campaigns that include content, advertising, social outreach and events.
- Develop surveys based upon a clear understanding of Great British Chefs and client research objectives.
- Compile and analyse statistical data using a range of procedures from most simple pivot tables to more advanced techniques like regression analysis, PCA and cluster analysis etc.
- Assist the wider business by running reports on an ad hoc basis, interpret the data, and make recommendations which will allow us to make better decisions about what activities to invest monies and time in, based upon clear ROIs and metrics.
- Flag data trends to allow the business to react to issues or concerns around traffic or social engagement.
- Work with the content team to help them prioritise content development and spot SEO opportunities.
- Work with the marketing team to continue the rapid growth of the database and to understand how campaigns are performing and which tactics are delivering the best results.
- Work with the sales team to ensure that their outbound activities are delivering for the business.
- Remain fully informed on market trends and implement best practices.

Requirements

- Proven market research analysis experience (3+ years)
- Knowledge of sales, marketing and business processes.
- Ability to interpret large amounts of data and to multi-task and problem solve.
- Strong communication and presentation skills.
- Excellent knowledge of statistical packages (SPSS, SAS or similar), databases (MS SQL) and MS Office (Excel, Powerpoint).
- Data visualisation



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- Search engines, web analytics, social analytics and business research tools acumen.
- Familiarity with CRM programs.
- Adequate knowledge of data collection methods (polls, focus groups, surveys, etc).
- Working knowledge of data warehousing, modelling and mining.
- Strong analytical and critical thinking.
- University degree in statistics, business, marketing or related field.
- An interest in food, cooking and our world

About Great British Chefs

Great British Chefs is the fastest growing food website in the UK and has a large committed audience. We specialise in inspiring foodies to deliver on their culinary ambitions and helping brands understand and engage these foodies. Our website is the best performing food website in the UK in terms of all the key engagement metrics (e.g. time on site, pages per visit, bounce rate).

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We work strategically with brands like Barilla, Sarson's, Vitality, Schwartz, Fever-Tree, Peter's Yard, Norwegian Seafood, Irish Beef and a host of others to create campaigns that engage our audience. In 2017, we developed and delivered a piece of research to define the UK foodie with over 5,300 responses. We regularly run research via our site and have had over 60,000 completed questionnaires.

For more information on our internal research view our [White Papers](#)
For more information on our [brand media partnership](#) view our case studies

Package

Competitive and based on experience
Employee options
Based in Angel (N1)

To Apply

Please send your CV and covering letter, highlighting the specific role you are applying for to info@greatbritishchefs.com explaining why you believe you are the perfect fit for the role.