**Business Analyst**

**Milton Keynes, United Kingdom**

elliotts is a leading integrated marketing agency in the leisure and hospitality sector. We have a strong reputation for delivering our client's objectives through really effective PR, relevant consumer insight, impactful digital activity and strategy driven marketing activity.

We are recruiting for a brand new role whose main aim will be to provide evidence that we are as good as we know we are, by monitoring and providing facts and statistics about our key successes. This person will develop, measure and deliver KPIs for our clients. The focus will be the top-line results, however it will be key to measure the impact of various elements of our activity. This person will set up the main processes and over time will know what works best and least well for different clients and will understand all the different types of activity we implement, be that insight, strategy, creative work, local marketing, website activity, digital programmes, social media or PR.

**You will have the following skills**

- A high levels of numeracy – preferably has a statistical or maths background
- Detail oriented, ability to sift through large amounts of data and be able to interpret and know what's relevant
- Data mining skills, analysis translation and interpretation
- Good understanding of all areas of the marketing mix and able to interpret the figures that sit behind a campaign identifying what works and what doesn't. This will include identifying market trends, monitoring competition, analysing trends and response rates and calculating ROI.
- Great analytical skills and proven ability to turn data into insights
- Naturally inquisitive and enjoys creative problem solving
- Proven ability to tell meaningful stories with numbers using technology and tools that bring the data to life and thus inspire action
- Ability to analyse, interpret and present data and information that is compelling and relevant to the target audience
- Good collaboration skills, tact and diplomacy. They will be able to advise and work closely with both the BD and CS teams as well as dealing directly with clients and their finance teams
- The ability to make the complex simple and be able to communicate ideas to a variety of other people and be persuasive in making sure your recommendations are taken on board
- Commercial understanding, must have an understanding of how our work impacts our clients bottom line
- Able to think creatively and innovatively outside the box and generate new and innovative approaches to problems
- Self-starter who is keen to develop a new role within the organisation
- Interest or experience of leisure and hospitality sector

**Your experience**

- Likely to have a maths, economics, business studies degree or equivalent
- Excellent understanding of the key principles of analysis and statistics
- Experience of analytical and visualisation techniques and statistical modelling tools
- Proven track record in financial analysis and business intelligence analysis
• Experience of Tableau or similar Business Intelligence analytical tools
• Likely to have had some experience working directly in bars, hotels or restaurants or on projects within this sector
• May have had 3-5 years as an analyst for an agency, client, accountancy practice, VC, PE

Package

• Salary £30-£40K dependant on experience
• Pension
• Discretionary bonus
• 26.5 days holiday
• Private Medical Insurance

If this is you please send your CV and a covering letter to: Suzanne.greaves@elliottsgency.com