

JOB DESCRIPTION

Job Title: Data & Insights Director

Reports to: Chief Technology Officer (CTO)

Location: London

ABOUT US

SINE Digital is a disruptive and fast-growing marketing agency with offices in London and New York City. We provide cutting-edge digital solutions for some of the biggest names in live entertainment, fashion and e-commerce. Our data-driven expertise in strategic digital marketing consultancy and digital marketing insight is built on years of commercial experience.

ABOUT THE ROLE

The Data & Insights Director is a new and exciting role within the agency. Based in our incredible London office, you will form part of SINE's Data & Insights team, working cross-functionally and servicing both EMEA and US markets.

You'll play a vital part in delivering value to new and existing clients through intelligent market research and analysis, as well as informing SINE's in-house tech development within the digital insights landscape.

KEY RESPONSIBILITIES

- Work cross-functionally across agency departments to advocate for a culture of scientific advertising through data-driven insight.
- Lead the SINE Data & Insights team, managing 3 direct reports.
- Define and lead SINE's market and audience research function, adding value to our client service delivery and new business acquisition.
- Own market research tooling and best practice within the agency. Create innovative digital research solutions that will set SINE apart and drive business growth.
- Collaborate with performance marketing account directors and the wider team to produce deep research, intelligence and analytics across markets and target audiences that inform bespoke and cutting-edge marketing strategies for our clients.
- Deliver in-depth analysis of coverage, social conversation, brand tracking and reputation management, as well as other digital signals to understand the topics and issues that are pertinent to our clients and the campaigns we execute on their behalf.
- Take part in new business pitching and client QBRs, fuelling best-in-class audience and market analysis to underpin SINE's strategies for clients.

- Work with Channel Directors and our Centre of Excellence team to identify industry trends and growth opportunities for the agency.
- Stay up to date with industry trends and best practices in full-funnel advertising and creative effectiveness and incorporate this knowledge into developing new research solutions.
- Contribute to and leverage thought leadership research to showcase SINE's expertise and knowledge in advertising research.
- Collaborate closely with SINE's in-house tech team to inform the development of SINE's proprietary tech products and data warehouse, acting as the liaison to the client strategy teams.
- Integrate market research findings with SINE data to provide a holistic view of data for SINE clients.
- Leverage your understanding of data signals to inform business decision-making and become an invaluable problem-solving partner to our performance marketing accounts and new business teams.
- Use storytelling with data to clearly communicate valuable insights within detailed market research reports.

ABOUT YOU

- A passionate advocate of data-driven insights, and an advocate for data culture across the company
- An effective people manager
- Strong communication and stakeholder management skills
- Prior experience as a research, analytics and insights specialist within a digital marketing agency environment.
- Comfortable with working autonomously and within diverse agency teams, acting as a bridge between teams, troubleshooting and advising senior client stakeholders.
- Advanced experience and skills in data manipulation and analysis in Excel/Google Sheets, as well as large data source and dashboard platforms such as BigQuery and Tableau.
- Familiarity with consumer insights platforms such as GWI and Kantar/TWI.
- Demonstrable experience with social, search and online behaviour listening and audience research platforms such as Brandwatch and Crimson Hexagon.
- Experience in ad platform and digital analytics data platforms such as Meta, Google Marketing Platform and GA4.
- Capable of articulating intricate findings to clients in a straightforward and digestible manner.
- Interested and invested in how AI and new technologies can be applied to the field to increase efficiency and client outcomes.
- Able to think outside the box, solve problems and find creative solutions.

- Willingness to understand and embody SINE's values of Knowledge & Expertise, Transparency, Collaboration, Innovation and Passion.

BENEFITS

- 25-day holiday allowance excluding Bank Holidays (plus extra time off over the Christmas period) and one extra day's holiday accrued for every year of service
- 3pm finish on a Friday
- Hybrid working and working from home equipment allowance
- An abundance of free tickets to live events
- An incredible office environment in the heart of Fitzrovia with neighbourhood discounts on local restaurants, health and wellbeing and shopping
- Structured personal development, a customised training programme and opportunities to attend industry conferences
- An active social events calendar and opportunity to input into the social calendar
- Opportunities to help further shape the business culture and agency benefits.

LOCATION

Our stunning offices are based in the heart of Fitzrovia, minutes walk from Goodge Street, Tottenham Court Road and Warren Street stations.

We currently operate a hybrid working week, including Tuesday-Thursday in the office with the option to work remotely on Mondays and Fridays.

APPLY

Please email careers@sinedigital.com with your updated CV and a covering letter stating why you are the right person for the role.