

Data & Market Analyst

PLC & Exec

Bath

Job summary

The Data & Market Analyst is responsible for analysing data from across the business, as well as external sources, to support regular MI reporting and strategic decision making.

This role will keep up to date with the latest trends from the global media market and provide insights to the rest of the business as well as using the data to benchmark Future's performance.

This role will support the Senior Strategy Manager in providing competitive insight into key national and international competitor brands and organizations, their products, businesses, performance and strategies.

Department summary

The Data & Market Analyst will report to the Senior Strategy Manager who sits within PLC & Exec. The Exec team are responsible for running the business under the guidance of the Chief Executive and the PLC board provide external governance, insight and advice to the Exec team. The Data & Market Analyst will be required to also work closely with the BI & MI department and the Finance department.

Key role responsibilities

- Support regular MI reporting with insight and analysis on market and competitive benchmarking and trends, with particular focus on advertising, consumer media, e-commerce and Future's key verticals.
- Support strategic decision making with the provision of business intelligence, market analysis and competitive insight.
- Develop and maintain an overall understanding of all third party systems, data sources and systems that can provide data driven insights across the business.
- Develop and maintain an overall understanding of Future's business model, to include commercial sales, consumer sales, e-commerce and our print and online product offerings.
- Support the Senior Strategy Manager with business modelling for new business initiatives.

Essential skills and experience

- Proven experience in working with data
- Advanced level of knowledge and experience with Excel
- An exceptional eye for detail
- Experience of conducting desktop research
- Experience of displaying data insights in graphical formats
- Good time keeping, prioritisation skills and ability to work to tight deadlines

Desirable skills and experience

- An understanding of operational business models and P&L accounts
- Experience of analysing market trends