

## Job Description

**Job Title: Digital Analyst Consultant/Data Transformation (Associate)**

**Date:** ASAP

**Reporting to:** Communications Manager

**Location:** Hybrid

## Overview

Prioclen LTD is a fast-growing Nigerian based management consulting firm with its head-quarters in Abuja Nigeria. We have a forte in providing strategic consultancy and advisory services to organizations- private, governmental and individual firms, by creating and integrating information technology solutions to enhance their service delivery and ensure sustainable growth and development in niche-based brands to these individuals/ organizations.

## Purpose

We are looking to recruit a Digital Analyst Consultant who will provide analysis and develop dashboard and ad-hoc performance reporting for digital programs, campaigns and platforms (Tableau, Google Analytics). Digital marketing analysts monitor online marketing trends, analyze statistics, develop strategies for digital marketing campaigns, and track campaign performance. They prepare campaign results, create data visualizations, and present insights and findings to colleagues and clients.

As a digital marketing analyst, you will support our digital marketing team. Your responsibilities will also include tracking online marketing trends, collecting and analyzing data, developing campaign strategies, optimizing and reporting online campaign performance, and communicating with clients.

To be successful as a digital marketing analyst, you should have strong technical skills and be able to present actionable insights to inform digital marketing strategies. A top-notch digital marketing analyst should also have excellent analytical skills, be detail-oriented, and work well within a team.

## Responsibilities

- Consultant will work closely with Data Sciences department to perform data validation and integrity checks related to all information collected, understand data structures and availability for any new information collected

- Consultant will work closely with team members for business partners to maintain and create new reporting structures to better support business decisions
- Team member will provide ad hoc analysis for IT and Usability groups in order to detect and resolve site problems
- Manage large amounts of data from various 3rd party sources with an eye towards fusing similar metrics together
- Provide ad-hoc data analysis under tight deadlines as required
- Coordinate and stay informed of all new product development that may impact performance
- Manage and monitor daily affiliate performance, and course-correcting as necessary
- Serve as primary liaison between affiliate agency, publishers and Saks shareholders, communicating effectively with all parties, to strategically grow channel
- Help conceptualize, launch and promote new creative, custom offers, advertising ideas and campaigns, in conjunction with publishers
- Stay up to date on new online opportunities, betas and potential publishers

## Requirements

### Essential

- Bachelor's degree in marketing, finance, statistics, logistics, or math or a related field.
- 2- 4 Experience with analytical and reporting tools, including Tableau, Google Analytics, and Data Studio. (Associate)
- Deep knowledge of digital marketing across social, display, and programmatic platforms.

### Skills

- Strong analytical and strategic thinking skills.
- Ability to make data-driven decisions.
- Excellent interpersonal and collaboration skills.
- Strong communication and presentation skills.

## Summary Terms and Conditions

**Contract:** 12-month fixed term contract

**Salary:** Very Attractive

**Annual leave:** 22 days holidays per annum pro rata excluding public holidays

**Pension:** Minimum 10% Employer contribution with minimum 8% Employee contribution

**Healthcare:** Company scheme subject to terms and conditions.

**Life assurance:** Company life assurance scheme.

**Location:** Abuja Nigeria

**Notes:** This post will be subject to background checks. A full statement of the main terms and conditions of employment will be supplied with any formal offer of employment. This job description does not form part of your contract of employment.

## How to apply

To apply for this job opportunity, please send a CV and covering letter to [recruitment@prioclen.com](mailto:recruitment@prioclen.com)

Unfortunately, because of the volume of applications we are likely to receive we regret that we are unable to respond to every unsuccessful applicant. If we have not made contact with you within 2 weeks of the closing date you have not been selected for interview on this occasion.