

Customer Analytics Manager



Phone :

Web :

Job Summary

Vacancy :

Deadline : Jul 21, 2024

Published : Jun 21, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Are you passionate about using data to drive impactful product decisions?

We're looking for a **Customer Analytics Manager (Customer Lifecycle & Cross-Functional Analytics)** to be part of our Business Analytics team.

The team:

Business Analytics is part of the Business Operations team, our internal consulting team - they're the decision support mechanism that connects data, business insights and an internal tech stack (systems) with the rest of the organization. In essence, Business Analytics is a central function that exists to drive business outcomes in all corners of Jobber's ecosystem.

The role:

Reporting to the Head of Customer Analytics, the **Customer Analytics Manager (Revenue & Customer Lifecycle Analytics)** will champion the wide range of Monetization Analytics designed to profitably grow Jobber Subscription and Fintech revenue across all Revenue-driving functions within the organization (i.e. Acquisition and Lifecycle Marketing, Sales, Success, Fintech) across all life stages of customer relationship (i.e. Acquisition, Growth and Retention).

The **Customer Analytics Manager (Customer Lifecycle & Cross-functional analytics)** will drive:

Business & Analytic Consulting

- Be a thought partner and a consultant to the Revenue driving teams by proactively proposing strategic data insights and analytical solutions that would drive growth in customer acquisition, engagement, satisfaction and lifetime value.
- Collaborate with stakeholders to understand their business objectives, translate business objectives into proposed solutions (e.g. analysis, KPIs, BI, Data Science) and socialize the proposals to ensure stakeholder alignment & buy-in
- Partner closely with the Head of Customer Analytics team & Senior Analytics managers to develop revenue forecasting capabilities and projections for different metrics across the revenue funnel; leverage the learnings to drive business recommendations

Hands-On Data Analytics

- Proactively perform (hands-on) deep-dive / exploratory data analysis to drive insights and inform business decisions & recommendations
- Develop and implement solutions to measure and optimize the impact of ongoing operational and strategic activities on Customer success & Product engagement.
- Create and present performance insights and strategic improvement initiatives at different forums within the organization, e.g business reviews, leadership updates

Drive Communication & Scale

- Make recommendations that enhance our reporting capabilities, establish best practices and an ability to scale.
- Be curious about possibilities and explore techniques, data or unique new ideas and metrics that drive business insights

To be successful, you should have:

- Strong business acumen & ability to define strategic initiatives and oversee the development of impactful proposals
- Passion for storytelling using data with an ability to synthesize complex information into simple, clear and compelling actionable insights
- Strong communication and stakeholder management skills with the ability to work collaboratively across multiple teams and influence business decisions across different level within the organization
- Deep understanding of SaaS business model and associated KPIs
- Expert-level SQL programming skills
- Solid understanding of complex relational data structures
- Strong quantitative skills and experience utilizing scientific analytical methods and quantitative analysis techniques
- Solid understanding of Customer Segmentation and Predictive Modelling for acquisition, churn or upsell/cross-sell
- Ability to design solutions under data & time constraints

You should also:

- Be proactive and relentless. You are comfortable seeking information independently, solving conceptual problems, corralling resources and delivering results.
- To have a strong and confident communication style. You have the ability to actively listen, empathize and consult with stakeholders, and you can take something complex and difficult and make it easy to digest.
- Be comfortable in an ambiguous and fast-paced environment. We're growing fast and things are changing every day - what worked yesterday might not anymore.

What you can expect from Jobber:

Having been named as a [Top 10 Great Place to Work in Canada](#), we walk the talk. Here are just some of the great things you can expect from us:

- A total compensation package that includes an extended health benefits package with fully paid premiums for both body and mind, RRSP matching, and stock options.
- A dedicated Coaching and Development function, including Development Coaches, to help build the career you want and hit the goals you set, while ensuring you're reaching your fullest potential.
- Support for **all** your breaks: from vacation to rest and recharge, your birthday off to celebrate, health days to support your physical and mental health, and parental leave top-ups to support your growing family.
- A unique opportunity to build, grow, and leave your impact on a \$400-billion industry that has no dominant player...yet.
- To work with a group of people who are humble, supportive, and give a sh*t about our customers.

We believe that diverse teams perform better and that fostering an inclusive work environment is a key part of growing a successful team.

We welcome people of diverse backgrounds, experiences, and perspectives. We are an equal opportunity employer, and we are committed to working with applicants requesting accommodation at any stage of the hiring process.

A bit more about us:

Job by job, we're transforming the way service is delivered. Your lawn care provider, home cleaning service, plumber or painter could use Jobber to better connect with their customers, save time in the office, invoice faster, and get paid! We're bringing tens of thousands of people together with technology to deliver billions of dollars a year in services to happy customers. Jobber exists to help make these small businesses successful, and when they're successful we all win!

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
