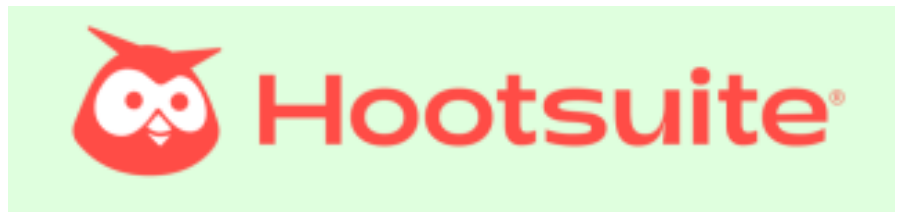


## Junior Growth Analyst

Phone :  
Web :



### Job Summary

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Vacancy :

Deadline : Sep 27, 2024

Published : Aug 27, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### ROLE DESCRIPTION:

We are seeking a curious and analytical Marketing Growth Analyst to join our team. In this role, you will help our digital channel teams make data-driven decisions and uncover key insights and opportunities to fuel growth. As a Growth Marketing Analyst, you will play a crucial role in shaping our digital marketing channel strategies and experimentation roadmap.

### WHAT YOU'LL DO:

- Build and maintain digital channel dashboards and reports using platforms like GA4, Looker Studio, Tableau, or equivalent
- Analyze results of channel tests and growth experiments, share insights and recommendations based on data with Marketing Growth teams and cross-departmental stakeholders
- Use exploratory analysis to uncover new opportunities for growth, develop test hypotheses, help design and implement tests, review results and analyze data and make recommendations to stakeholders and leaders
- Through the use of visuals, slide decks, and spreadsheets, present data and insights in a clear and concise manner that empowers digital channel teams and Marketing stakeholders to make informed decisions around growth opportunities and acquisition tests
- Perform other related duties as needed

### WHAT YOU'LL NEED:

- 2-5 years of experience in data analysis, statistics, and/or data modeling
- Bachelor's degree or equivalent in economics, applied mathematics, and/or business, or equivalent combination of education and experience
- Solid business acumen and understanding of SaaS and/or e-commerce business models
- Proficient with data and web analytics platforms, including Google's suite of marketing tools like Google Analytics 4.
- Experience with data visualization tools such as Looker Studio, Tableau, or similar platforms.
- Advanced skills with spreadsheet software (Google Sheets and/or Microsoft Excel).
- Excellent communication skills, conveying thoughts clearly both in writing and verbally, and actively listening and asking questions for clarification.
- Problem Solving: uses an organized and logical approach to find solutions to complex problems. Looks beyond the obvious to understand the root cause of problems
- Resilience, Tolerance for Change/Ambiguity: can effectively cope with change, finding ways to advance work and projects

### WHO YOU ARE:

- Tenacious. You are determined to succeed, and you are motivated by the success of customers, colleagues and the community.
- Curious. You are always learning and seeking ways to make things better.
- Conscientious. You keep your promises, taking your commitments to others seriously, and you have strong integrity.
- Humble. You lead with humility and empathy, respecting and learning from the perspectives of others.

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In all we do, our six guiding principles light the way:

**Step Up:** Show the world what it looks like to live and work by these guiding principles. #StepUp

**One Team:** Make Hootsuite a place where everyone feels safe, welcome, valued, and empowered to do their best work without compromising who they are. #OneTeam #FreeToBeMe

**Customer Obsessed:** Focus relentlessly on helping our customers succeed. #CustomerObsessed

**Go Fast, Be Agile:** Widen our competitive advantage by committing to speed and simplicity over perfection and complexity. #GoFastBeAgile

**Play to Win:** Commit to building an incredible, profitable company for our customers, our employees, and our stakeholders. #PlayToWin #NoExcuses

**Neighbours & Allies:** Give back to our communities and be an ally. #SocialForGood #Allies

*Accommodations will be provided as requested by candidates taking part in all aspects of the selection process.*

Canada Pay Range For This Role

\$53,100—\$74,300 CAD

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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