

## Senior Growth Analytics Manager

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Company: Launch Potato

Location: Australia

Category: other-general

### YOUR ROLE

As an analytics leader you will build strong relationships with various teams across Launch Potato by identifying inefficiencies & opportunities on campaigns, content, messages, and advertisers that promote margin growth. You will become an expert in the KPIs and funnel metrics that make an impact in our ability scale and profitability. You know how to prioritize competing tasks and ad hoc requests from various stakeholders while proactively digging into the data and looking for actionable insights.

In this role you will become the main point of contact for all analysis and deeper insights while building a team. This role will report to the Associate Director of Analytics.

### SUCCESS LOOKS LIKE

Become an expert in the various KPIs and how they impact performance and growth across various funnel metrics. Leverage your knowledge to look for inefficiencies/opportunities across campaigns, content, messages, and advertisers that promote margin growth.

Build and lead a team of analysts dedicated to enhancing marketing performance through advanced analysis.

Provide insights around targetings & page optimization that drive incremental growth opportunities for our campaigns and advertisers.

Educate, conceptualize, and implement data visualizations to enable self-service analytics.

Ability to reverse engineer complex reporting logic in order to develop a deep understanding of Launch Potato's core data models.

Don't make assumptions or take data at face value, you always want to know the underlying driver.

Utilize Looker and SQL to uncover insights.

Previous experience managing and building an analytics team.

#### WHAT YOU NEED TO SUCCEED:

Minimum of 5+ years of experience in data analytics or data science, including experience in performance marketing analytics and growth strategies and 1+ year managing people.

Self starter that is able to translate insights into tangible results through cross functional collaboration.

You would classify yourself as: results oriented, inquisitive, and a team player who comes up with creative solutions to answer complex questions.

Proficient with advanced statistical modeling techniques.

Expert in SQL & BI tools.

Experience deriving insights from complex and unstructured data sets.

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