

JOB DESCRIPTION

Data Analyst

Employment Details

Job Title	Data Analyst
Department	Corporate Services
Reports to	Head of Corporate Services
Starting Date	N/A
Status / Type	Permanent
Supervisory Responsibility for	N/A
Location	Based in Head Office but flexible
Days	Monday – Friday

Purpose of Role

- To collect, analyse and present data to help Klipspringer increase EBITDA by driving efficiencies and better activities across the business through improved understanding of ROI.

Roles and Responsibilities

Roles and Responsibilities	What great looks like?
Support Sales Director by providing data and insights to understand ROI from Sales activities to ultimately build a clearly defined sales process.	Proactively feeding data and insights to the Sales/Marketing/Commercial Directors which give them total clarity around opportunities and challenges within department and ultimately support the creation of an accurate and predictable sales forecast.
Support Marketing Director to understand ROI on marketing activities and web developments to identify key areas for further investment.	
Reviewing product lifecycles and trends to then provide insights to the Commercial Team	
Analyse ROI on other expenses across the organisation and highlight areas of potential waste.	Proactively providing insights to relevant Directors/TL's around specific areas of waste within operating expenses.
Analyse pricing strategy to understand price elasticity of demand across our product range.	Closely working with both the Sales and Commercial teams to provide clear insights on price elasticity to ultimately increase product GP.
In depth analysis of our customer base to build insights and highlight trends around product usage and share these with customers to ultimately save our customers the time and hassle of replenishment.	Analyze customer spending trends and proactively highlight opportunities to Sales and Marketing where we can automate reminders to customers on specific product lines.

Skills Required

- Strategic thinker who can analyse opportunities in an effective manner to then help other colleagues make well-informed decisions
- Team player being humble, hungry and people smart.
- Strong internal communication skills.
- Ability to stay calm under pressure.
- Organised and ability to prioritise.
- Ability to willingly support colleagues to fulfil departmental and company objectives and goals.

General Expectations

- Minimum two years' experience as Data Analyst in corporate or SME.
- Strong understanding of Financial Statements (Profit & Loss, Balance Sheet, Financial X-Ray) to enable you to use these to make well-Informed decisions.
- Maintain personal and professional development to meet the changing demands of the job and participate in appropriate training activities.
- To be actively networking with at least 1 other business professional.
- Undertake health and safety duties commensurate with the post and as detailed in the company's H&S Policy
- Act as an ambassador of the company and promote the company brand, always displaying a positive image to customers and members of the public.
- Live and breathe our core values – care, competence and focus; deliver to our mission statement and promote the company's long-term vision.

Our Ways of Working

- We live by our Core Values
- We respect each other - No idea is a bad idea
- We deliver and arrive on time.
- If we commit, we deliver. If we can't deliver, we don't commit!
- We welcome feedback from any source
- We actively build our network
- We challenge the status quo



Care



Competence



Focus