Lee Valley & Veritas®

Job Posting

Job Title: **Digital Analyst - Marketing**

Status: **Full Time**

Location: **1090 Morrison Drive, Ottawa**

Reporting to: **Senior Data Analyst**

About Lee Valley:

Since 1978, Lee Valley has recognized that woodworking and gardening are not just hobbies, but are for many a lifestyle choice. Lee Valley Tools enjoys a proud 40-year history of providing high-quality woodworking, gardening, hobby, hardware, gift and seasonal merchandise to customers worldwide. Our customer service is renowned. We pride ourselves on providing quality in all products, whether developed and manufactured internally or sourced elsewhere.

A position at Lee Valley is more than just a job – we honor the time and dedication that our people give by providing sustained and meaningful employment and we strive to provide an environment where learning and development are encouraged.

Overview:

Reporting to the Senior Data Analyst, the Digital Analyst will be responsible for analyzing and identifying opportunities from digital and offline data sources, including web behavior, marketing initiatives, A/B testing and lift analysis, translating data into meaningful summaries and recommendations for leadership. The candidate for this position will develop and monitor KPIs and identify opportunities to drive value for Lee Valley.

Key Responsibilities:

- Conduct recurring reporting to monitor ROI and drive KPIs
- Proactively develop site performance reports and analysis such as segmentation analysis; highlight observations and business context to deliver actionable recommendations to business leads, not just data
- Perform short-term and ad hoc analyses
- Translate business requirements into a Solution Design Document used for implementation support, guidance and documentation

- Participate in the design, set up and evaluation of A/B and multivariate testing and site personalization
- Ensure quality and timeliness of deliverables that meet expectations while balancing business needs with the appropriate level of analytical rigor
- Provide insights to support senior management with decision making
- Complete and maintain distribution of web analytics reports including contextualization
- Develop and maintain relationship with partner organizations

Knowledge and Skills:

- Degree in business, finance, economics, statistics or related field
- 3+ years of related experience
- Experience in retail industry preferred
- Experience in a marketing environment, or at minimum, a basic understanding of marketing principles and tasks
- Knowledge and experience of Sitecore platform

Job Specific Skills:

- Ability to develop customer segmentation, clustering and personas
- Experience measuring, testing and reporting on email campaigns
- Proficiency in web analytics tools including Google Analytics and Sitecore Analytics
- Experience with tag management systems
- Strong skills or knowledge in Excel, SQL, R/SAS/SPSS, Power BI/Tableau
- Advanced financial and statistical modelling skills
- Strong business acumen and ability to present to senior management
- Strong quality assurance skills
- Must be detail oriented with logical problem-solving skills
- Outstanding organizational skills and dedication to quality and integrity
- Clear understanding of basic financial, statistical and economic concepts
- Ability to work collaboratively, acting as a subject matter expert within a team environment to help define and meet measurement criteria and goals
- Must be a self-motivator and enjoy sifting through large amounts of data
- Ability to contribute effectively in a fast-paced environment with limited supervision
- Excellent verbal and written communication skills

Interested in joining the Lee Valley Team?
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