

Job description

Role

Solutions Analyst

Salary

Up to £40k depending on experience plus new opportunities incentive scheme and generous benefits package (inc. private pension, private medical and flexible working).

25 days annual leave per year.

Candidates have the option of working in the London office, working from home or a hybrid mix of the two.

Who are we?

Mezzo labs is a London-based Digital Analytics agency. We are a small team and you will end up getting to know everyone here. We work with global clients across a range of industries, but with many of those sitting in the financial sector.

The Solutions team at Mezzo Labs is responsible for assisting clients with the implementation of analytics and marketing technology products, as well as continued technical support of these products. We ensure the technology is in place to enable businesses to activate their data.

Overview

This is a technical role with the ability to understand the business problems. It requires attention to detail would suit someone who is able to take ownership of their work but still enjoys collaboration and knowledge-sharing. This is an opportunity suitable for someone with a couple of years' hands-on experience in digital analytics who is looking to develop into a more experienced role.

It will be beneficial to have worked with web analytics platforms, such as Google Analytics or Adobe Analytics, and tag management systems, such as Google Tag Manager, Tealium iQ or Adobe Launch. As a small agency, we aren't tied to a single technology and you will build experience with a variety of tools.

Knowledge of coding languages will be another benefit as the role will involve working with HTML, CSS, and JavaScript.

Any experience building tests through optimisation tools such as Optimizely, AB Tasty and Adobe Target is a bonus as this role will also assist with the implementation efforts of our conversion rate optimisation (CRO) team.

Objective

- The primary goal for this position is to maximise the clients' satisfaction and ensure they are being directed to adopt the best-practice technical setup to meet their business objectives.
- You will also be encouraged to develop your own knowledge base and that of Mezzo by collaborating with your colleagues.

Typical daily activity

Please see below for the requirements for applying, but we also wanted to give an idea of what life would be like in the role once you settled into it.

In a typical day, you could be:

- Designing a solution for a client's analytics implementation, both for website and mobile app
- Leading meetings or calls with clients
- Implementing/fixing analytics tags via a tag management system

- Creating technical implementation guides for development teams
- Configuring analytics setup (i.e. property/view creation, filter management)
- Articulating the benefits and reasoning behind your recommendations

This role will not require you to analyse the data – that is the job of our Insight team – but you would be interested in the commercial impact of your data, such as for analysis, experimentation or marketing automation.

It is a client-facing role, and your work will be directly billable to clients. You will take ownership of several clients and lead client meeting and conference calls so you will need to articulate yourself clearly and logically.

Requirements

You will need to have:

- 2 years' experience of implementing and configuring web analytics technologies
- Understanding of coding languages (HTML, CSS and basic JavaScript preferable)
- Ability to explain technical concepts to a non-technical audience
- Ability to translate business requirements into technical tracking solutions
- Project management experience
- A desire to learn

Personal development

You will be given the opportunity to learn various tools across the marketing analytics spectrum. We will support your professional development and provide access to training materials (both internal and external).

Mezzo Labs sees itself as a talent incubator – we hire exceptional people and help them to grow their talents. We encourage you to join projects that stretch your capabilities and to attend training courses that accelerate your skills growth. You will define your own development path and work with your manager to grow and move up through the company. How quickly you do that is up to you. Our job is to support you on that journey.

Progression

In addition to encouraging learning and personal development, Mezzo has a defined Career Framework to help you manage your progression and have that conversation with your manager. The next level on from this role would be the position of Senior Analyst. Moving into that role would see you taking the lead on larger clients and helping with the development of more junior members of the team.

If you are demonstrating the skills needed for the role above then we will reflect that by moving you up to the next level. The Career Framework is there to give you confidence as you work towards acquiring these skills.

Application

For more information, or to apply for this role, please email james@mezzolabs.com