

Job Description

Role:	Insights Manager
Department:	Sales & Insights
Reports into:	Head of Sales & Insights

About Us

At Dewynters we believe experience is everything. From those we share together at theatres and concerts, exhibitions or sports events, to those we enjoy at home or online, every experience matters. Established in 1872 and based in central London, we're a fully integrated advertising and marketing agency specialising in live events, entertainment and the arts. Key accounts include The Book of Mormon, The Lion King, Royal Shakespeare Company, Waitress, Dear Evan Hansen, ATP World Tour Tennis Finals and The Big Feastival.

Dewynters is driven by creativity, passion and innovation and always understands the importance of getting the very best results for our clients.

About the Role

We exist in an ever complex, technology-driven world where a savvy consumer expects content, entertainment, convenience and engagement on their terms. With this comes a new, more dynamic client demand, which agencies need to meet head-on with smart tools, talent and processes to continue to deliver outstanding results.

The ability to collect, refine, interrogate, understand, visualise and communicate data has increasingly become the critical element for effective planning and evaluation of all media activity. Being quick to understand and react to data-driven insight is what will ultimately set agencies apart – merging the behavioural, transactional, social and attitudinal data surrounding today's brands to create actionable insight that will ultimately deliver real commercial advantage.

As an experienced Analyst you will be using statistical, economic, and data modelling techniques and tools to provide insights and support intelligent business or organisational decision-making. This role requires a technology savvy individual with significant experience of data input and analysis coupled with a passion for theatre.

You will promote the use of data analytics at the heart of our media strategies, with a proactive approach to delivering insight that is relevant, accessible and actionable. That clearly requires not just good analytical skills but also a set of inquisitive attitudes and a desire to gain in-depth understanding of our client's businesses.

Job Duties

Your key responsibilities will be:

Delivery

- Manage the in-house historical data to allow insights for pitches/future insights
- Manage and analyse dashboard and DMP data alongside industry knowledge and general commercial landscape to guide strategy for campaigns

- Confidently present data models to illustrate the impact of the data on operations and performance, and draw conclusions about potential issues and opportunities
- Analyse the sales channels data e.g. sales, postcode etc. to give audience segmentation details
- Keep up-to-date with industry developments, particularly around analysis techniques and digital analytics technology so we are always leading within the industry
- Working with Sales and Marketing Managers in preparing Audience segmentation –including understanding of various analytic tools including any limitations eg TGI, e-Telmar, YouGov, Audience Agency
- Working with Sales and Marketing Managers to compile information on how consumers respond to branding and pricing
- Provide Marketing insights – report on direct marketing and sales force response rates, data management, CRM insight
- Gather raw sales data from a wide variety of ticketing and reporting systems, input in the agency's reporting programme, and manipulate that data to support and inform stakeholders and key decision makers to assist the agency in maximising sales and ticket yields
- Quality execution of service ensuring the timely delivery, completion and distribution of established daily, weekly and annual sales reports
- Accountable for the accuracy and completeness of data, performing regular audits to validate and, where necessary, enforce this ensuring absolute accuracy across all internal and external sales reporting
- Ensuring that all sales information and data reporting is stored appropriately and securely
- Compilation and presentation of key analysis from industry annual data report
- Identification and delivery of new reports and sales analysis in response to new trends/booking patterns/productions
- Working with Sales Strategy team to set up and tracking of promotional rates

Evaluating Delivery and Performance

- Be a ticketing expert, able to support the sales team in devising ticketing and pricing strategies across a wide range of venues and productions for both theatre and non-theatre clients
- Support the Dewynters ticketing service and its offering, finding new business opportunities
- Work with Sales teams to devise pricing and recoupment plans, that are required for marketing campaigns, pitches and presentations
- To continually develop relationships with media team (& suppliers where required), ticketing systems providers & suppliers to ensure we receive all reports required for dashboard and overall insights.
- Sales & media results forecasting
- Industry knowledge – keep up-to-date with industry developments, particularly around analysis techniques and digital analytics technology that may help to drive our data product forward
- Prepare all reports and key insights (prepared by specialist teams) for use by our strategists and align to create clear picture of what works
- Prepare client reports that are tailored to their requirements and level of understanding

Macro Insights

- Pull together industry insights to help develop an overview of the market, providing thought leadership and benchmarking analysis
- Drive and establish new and positive client relationships alongside the Delivery team and other Strategy Directors
- Represent Dewynters at key external events as a thought leader
- Push to inform the entire planning process, widening the role from simple evaluation & optimisation at the end of a campaign to include delivering the inspiration at the start of the planning process as well as any real-time monitoring through use of interactive online dashboards.

Skills / Qualifications

- Interest & knowledge of industry on macro level that can be applied to analysis
- Excellent knowledge of data fragmentation and audience profiles
- Creative and innovative with ability to produce results driven campaigns
- Excellent project management and organisational skills
- Confident, resourceful with excellent relationship management skills
- Flexible working attitude, with the ability to think on your feet and juggle conflicting priorities - a creative problem solver
- Outstanding interpersonal and communication skills (verbal and written), with excellent presentation skills
- Meticulous attention to detail, the ability to show initiative and enthusiasm
- A team player, with the ability to work under pressure in a busy and constantly changing environment, whilst delivering a highly professional service
- Extensive knowledge of theatre ticketing systems, ticketing companies and venues
- Proven sales strategy experience, including pricing and budgeting
- Excellent knowledge of ticket agents and the opportunities they present
- Excellent relationships with sales channels including agents, venues, box offices etc.
- Excellent excel skills
- Ability to build analysis as tool that can be used by clients/new business that don't currently use this service
- A strong instinct for when a product is not behaving in the expected (both positively or negatively) and the ability to investigate this drawing on colleagues' input as required
- Ability to clearly explain media, social, sales analysis in an easily digestible form – bespoke to each client Meticulous attention to detail for sales and media reports
- Website analytics & recommendations on how to improve conversions

Interested?

If you think this job is for you please send your updated CV and covering letter stating your salary expectations and why you are the right person to: recruitment@dewynters.com

The closing date for applications is Friday 5 April 2019

What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 23 days holiday rising to 28 days holiday (includes the Christmas shut -down)
- Flexible working
- Private health Insurance
- Career development and training
- Enhanced Maternity and Paternity package
- Life Assurance
- Season Ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets