DATA ANALYST

Job Ref. No: #JDMPR3012

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Data Analyst
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a Data Analyst in **Canada.** This role may require you to leverage advanced analytics, data interpretation, and statistical modeling to support data-driven decision-making across our marketing and PR strategies. As a Data Analyst at Moris Media, you will manage large data sets, analyze patterns, and provide actionable insights that will enhance the effectiveness of our campaigns and drive business growth. You will work closely with cross-functional teams to collect relevant data, identify trends, and report findings to inform strategy development.

The role demands strong technical skills in data management and visualization tools, as well as an analytical mindset to translate complex data into comprehensible reports. You will evaluate the effectiveness of ongoing projects, track key performance indicators, and provide predictive insights to optimize campaign results. By leveraging data sources, you will create dashboards and reports that offer both high-level insights and granular detail, allowing stakeholders to make informed, strategic decisions. You'll ensure data quality and integrity across systems and recommend improvements for data collection methods and processes where applicable.

In addition, you will be responsible for monitoring changes in consumer behaviors, preferences, and trends to anticipate market shifts and identify new growth opportunities. You will present your findings to leadership, translating data insights into business intelligence, with clear recommendations for maximizing efficiency and driving success. This role is pivotal to our commitment to data-driven decision-making, and as a Data Analyst, you will have a direct impact on enhancing Moris Media's marketing and PR initiatives.

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Primary Responsibilities

- Perform data collection, analysis, and interpretation to support strategic decision-making in marketing and PR campaigns.
- Develop, manage, and optimize large datasets to provide actionable insights that drive campaign effectiveness and business growth.
- Collaborate with cross-functional teams to gather and assess relevant data for trend analysis and strategy development.
- Utilize statistical modeling to interpret complex data and forecast potential campaign outcomes.
- Create and maintain data dashboards, visualizations, and detailed reports that present insights to stakeholders.
- Track, analyze, and report key performance indicators (KPIs) to measure the success of ongoing marketing and PR projects.
- Conduct predictive analysis to inform strategy and enhance the impact of campaigns across multiple channels.
- Identify patterns and trends within data to highlight new opportunities for campaign optimization and market growth.
- Ensure data quality, accuracy, and integrity across systems, conducting regular audits and resolving inconsistencies.
- Recommend improvements in data collection methods, processes, and tools to enhance analysis accuracy and efficiency.

- Present data insights and findings to leadership, translating complex data into business intelligence.
- Monitor shifts in consumer behavior, preferences, and industry trends to anticipate market developments and recommend strategies.
- Partner with campaign teams to create data-backed recommendations that drive effective targeting and resource allocation.
- Generate insights on competitor performance, customer demographics, and other critical factors influencing campaign success.
- Maintain expertise in data analytics tools and methodologies, staying updated on industry best practices to ensure data-driven strategy alignment with Moris Media's goals.

Required Skills

- 2-3 years of experience as a Data Analyst or in a similar analytical role.
- Proficiency in data analysis tools such as SQL, Python, or R, and advanced Excel skills for data manipulation and reporting.
- Strong skills in data visualization tools (e.g., Tableau, Power BI) to create clear and insightful dashboards and reports.
- Solid understanding of statistical analysis, modeling techniques, and data interpretation.
- Analytical mindset with the ability to translate complex data into actionable insights and strategic recommendations.
- Experience in working with large datasets and databases, with excellent data management and processing skills.
- Exceptional attention to detail and accuracy, ensuring data quality and integrity across analyses.
- Ability to identify trends, patterns, and insights in data that support decision-making in marketing and PR strategies.
- Strong problem-solving skills with a keen eye for identifying opportunities for campaign optimization.
- Excellent communication and presentation skills, able to convey data insights clearly to non-technical stakeholders.
- Ability to work collaboratively with cross-functional teams, providing data-driven insights for strategic planning.
- Comfortable with travel as required to support data-related projects and collaboration with remote teams.
- Adaptable and quick to learn new data tools, technologies, and best practices in data analysis.
- Extroverted and observant personality, able to engage with various teams and stakeholders to gather and validate data needs.
- Self-motivated and proactive with a strong drive to stay updated on industry trends and advancements in data analytics.

Qualifications & Experience

- Bachelor's degree in Data Science, Statistics, Mathematics, Computer Science, or a related field.
- Strong analytical and problem-solving skills, with a keen attention to detail.

- Open to travel as required for project support and team collaboration.
- Proficient in data analysis and visualization tools, such as SQL, Python, R, Tableau, or Power BI.
- Familiarity with statistical modeling techniques and methodologies.
- Knowledge of data management practices and experience working with large datasets.
- Strong communication skills to effectively present data insights and findings to various stakeholders.
- Technical specifications:
    - High-performance laptop or desktop with adequate processing power and memory for handling demanding tasks.
    - High-speed broadband internet connection for reliable access to online resources and collaboration.
    - A dedicated virtual or physical workstation that is conducive to focused and organized work.
- Salary: Competitive salary and benefits package, with discussions tailored to your experience, skills, and personality if shortlisted.

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Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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