Effectiveness Manager - Econometrics

London, UK

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Wavemaker IQ is Wavemaker’s effectiveness consultancy leveraging data and advanced analytics to help drive effective planning decisions across our client’s marketing mix.

One of the key components of Wavemaker IQ is our statistical modelling solutions the two main part of which are WM Econometrics IQ which focuses on understanding the drivers of a client’s sales and WM Vitality IQ which focuses on understanding the drivers of a client’s brand health.

These 2 products allow us to provide recommendations that drive tangible business improvements to our clients. Wavemaker IQ works with a broad range of clients of different scales and industry sectors from large complex advertisers such as Compare the Market through to smaller regional advertisers such as c2c trains.

Additionally, Wavemaker IQ looks after a number of other analytics solutions including TV attribution modelling and digital data modelling to provide more granular insights to drive media optimisation.

The Effectiveness Manager will be responsible for delivery of modelling projects for a group of clients from sign off of the initial client brief to feeding into the client debrief as well as providing ongoing support to the Wavemaker client teams to ensure the learnings from modelling projects are consistently applied to media planning decisions.

The role covers 3 main areas:

- Managing the creation and quality of the master econometric data set
- Creation of the models ensuring that they are both statistically rigourous and reflect the best approximation of actual performance
- Provide input into client presentation outlining the model outputs
Core Responsibilities:

- Managing the creation and quality of econometrics data sets
- Work with Wavemaker IQ team, Wavemaker client team and client to identify the most appropriate data to include in the modelling data set
- Identify and source, where applicable, 3rd party data sets to augment the data from Wavemaker internal teams and the client to build robust models
- Ensure that all data supplied is of high quality and is fit for purpose including, where applicable, data is consistent with previous rounds of analysis
- Work with in-house data solutions team to identify area of automation to improve data delivery and minimize time taken to produce datasets

Creation of models

- Build robust models that are both statistically strong but also represent an accurate estimation of real world performance
- Identify additional data sets that help validate the models such as digital or TV attribution solutions and apply appropriate calibration factors where necessary
- Where applicable, ensure consistency with previous rounds of analysis or clearly identify the cause of any difference
- Provide input into client presentations
- Identify key performance trends from the modelling and be able to clearly articulate the changes as well as their causes
- Be able to clearly and simply articulate the statistical robustness of the modelling to non-specialist client and agency contacts
- Assist other members of the Wavemaker IQ team in providing clear and concise recommendations for media optimisation

New business

Support the team’s efforts in new business both with existing Wavemaker clients and as part of wider agency pitches

Team Management:

Lead and line manage the Effectiveness Executive including ensuring they have clear and measurable objectives linked to their overall development plan

Technical Skills & Experience:

Experience working with statistical modelling with a focus on marketing modelling projects

Comfortable with a range of technical detail, being able to convey these to non-technical partners
**Expert Excel skills**

- Passionate interest in statistical modelling and desire to grow skill set
- Entrepreneurial approach focused on identifying new solutions for clients
- Strong numerical skills
- Strong verbal and written communication skills

GroupM is an equal opportunity employer. We view everyone as an individual and we understand that inclusion is more than just diversity it’s about belonging.

We celebrate the fact that everyone is unique and that’s what makes us so good at what we do. We pride ourselves on being a company that embraces difference and truly represents the global clients we work with.

**Apply**

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