

Digital Business Analyst

Berlin, Germany

Libratone was founded on a big idea – to free sound. We are now on the verge of transforming our business to become more digital focused across our whole organisation. For this journey, we are looking for some of the best, most passionate and dedicated colleagues to join us.

Our headquarter is located in Copenhagen, Denmark and we have colleagues in many parts of the world incl. the UK, the Netherlands, US, China, Japan and Germany.

With the company's move into performance marketing our business has to better understand our customers digital behaviour across channels, analysing the channels' performance to ultimately determine where to invest our marketing budgets to gain the highest ROI.

We are looking for an experienced **Digital Business Analyst** to lead the digital data and measurement efforts across the business. The analyst will ensure the right data is harvested and reported and that tangible optimisation is being defined to drive measurable impact.

Main Tasks and Responsibilities:

- Leading the digital data and measurements efforts across the business
- Define digital KPIs and eCommerce goals based on the strategic direction of the business
- Develop and implement a robust reporting dashboard with clean data from various sources e.g. Website, Facebook, Instagram, SEM, Amazon, Youtube, Paid Media
- Implementation of the reporting dashboard through analytics tools such as Google Data Studio or Tableau
- Provide actionable optimisation recommendation to stakeholders such as eCommerce, Social, Webshop, Website etc

We expect:

- Strong analytical skills, ability to understand problems and express the complexity of them in clear terms to technical and non-technical stakeholders
- Understanding of strategic imperatives with the ability to take initiative and be assertive
- Experience working with third party APIs and tooling
- Experience with customer flows/journey mapping
- Usage of data for actionable decision-making
- Understanding of technology and tools with hands on experiences in Web and Digital Analytics, SEM, SEO, Amazon advertising and eCommerce
- Aptitude to stay up to date with emerging technologies and tools across the digital landscape
- Ability for multi-tasking, working to emerging & tight timelines
- Strong communication skills and the ability to work as part of a team
- Fluent in English and German a plus

As Digital Business Analyst you will be based in our Berlin office and report to the Digital Director.

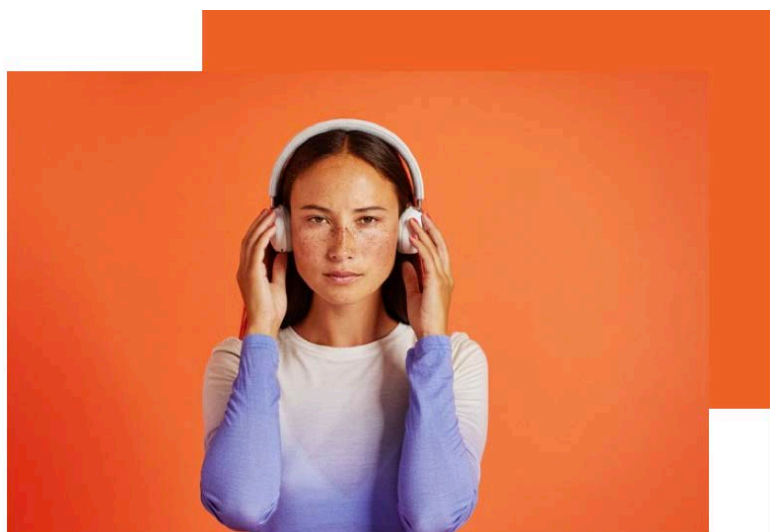
Next steps:

Send your application in English to:

Lea Houben - lea@talntd.net

Please do not hesitate to reach out with any questions.

Strictly no recruitment agencies.



LIBRATONE