



Data Analyst

About Bicycle:

Bicycle London is one of the newest media agencies in town. Since our inception in 2021, we're extremely proud to have built a team of 35 strong and growing. We have the pleasure of working with clients ranging from established brands such as Tate & Lyle, Royal British Legion, Papa Johns and Branston Pickle to growing businesses such as Estrid, LiveScore Bet & Virgin Bet, Dutch Barn and MOJU.

From the outset we believed that our industry had become beset with silos and legacy driven behaviour and have purposely evolved the agency to operate across brand and performance media, creative strategy and creative production - all of which are delivered under our core proposition of the 'power of And' linking creative & media, brand & performance.

Now into our fourth year, we are continuing to grow and are proud to have been awarded B-Corp and London Living Wage status and shortlisted for The Drum's Best Places to Work. We have also been accredited with the People First Promise badge and CPD Gold by the IPA.

Culture is our prize possession, and it has evolved from start-up to scale up, with a team of the best diverse talent in the industry. We are built on one strategic imperative "to consistently provide our people with the best environment to do the best work of their lives". This principle is underpinned by our three organisational values, Drive, Balance, and Freedom, which are disseminated throughout to encourage every single employee to bring their true selves to work.

We pursue difference! Evidently, our team comes from all walks of life and giving them that sense of belonging - in a safe working environment - genuinely enables us to collectively deliver the best work we can for our clients.

Learning and development are critical to our success, and we believe that this can only be achieved by collaborating in the office at least 3 times a week.

Our values:

Drive.

Drive is what propels us towards our business goals.

People with drive move things forward.

They help us reach our targets and explore new possibilities.

Nobody comes here to sit still.

We encourage all staff to ask 'where next?'

And everyone has their turn at the front of the peloton.

Drive gets us up the biggest hills and helps us overcome our biggest business challenges.

And allows us to enjoy the ride on the other side.

Pushing through the pedals is hard work but the view at the top is wonderful.

Balance.

Balance keeps us safe and upright and fixed on our targets.

With balance we move forward quickly and safely.

Without balance we crash.

Cultural balance. We attract people from all walks and encourage diversity in all aspects of our work. This balance is crucial to keeping our work and our outlook fresh, relevant and exciting to us and our clients.

Work life balance. We never work so hard we hit the wall. We are at our brilliant best when we are happy and rested and have the space to do our thing.

When we work with balance it's hard to knock us off course.

Freedom.

Drive and balance mean nothing without freedom.

We have clear business goals but there's more than one road to success.

Everyone at Bicycle has freedom.

Freedom to challenge management and clients and colleagues.

Freedom to explore new ways of doing things.

Freedom to express themselves through their work.

Whether you stand on your pedals or sit firmly in the saddle, you have the freedom to move your career forward in a way that suits you.

Overall Purpose of the Data Analyst Role:

Essential Skills & Experience:

- Experience with the UK's leading media platforms and their reporting capabilities including Google Analytics, Google Search, Meta, Programmatic platforms (various).
- Ensure all clients in the agency have accurate, insightful and timely reports.
- Work closely with Bicycle's Media Science Director to ensure that all clients have a robust measurement framework in place that helps to shape the delivery of future media campaigns.
- Take ownership of internal agency projects that require significant data manipulation and visualisation, including reporting dashboards and bespoke client data projects in collaboration with the Media Science Director, the Head of Digital and relevant 3rd party data providers.
- Design & deliver best-in-class data strategies to drive incremental growth for our clients across performance and brand investment marketing channels.
- Lead the seamless data onboarding of new clients. This will involve designing new processes, and ensuring that process is followed to transition activity smoothly, as well as building relationships and trust with incoming clients.
- Build strong relationships with senior clients and act as the first point of contact (along with Bicycle's Media Science Director) for the Bicycle data services offering. This will involve collaborating with clients, building trust, and ultimately understanding their business and how data can add value
- Analyse media, client and public data to ensure our clients are always gaining the most actionable insights that will yield the best possible results for our clients' businesses.
- Be involved in identifying and selling in data and measurement services to our client base.
- Be familiar with a wide range of statistical and evaluation techniques to ensure we are making the best use of all possible data at our disposal.
- Contribute to organic and new business pitches - taking ownership of data and measurement strategy alongside Bicycle's Media Science Director.
- Oversee the billing processes for any relevant data & measurement services.
- Manage, grow and maintain agency relationships with media, data & tech partners - keeping up-to-date on industry trends and ensuring that we are continually identifying new opportunities across the marketplace, evaluating potential solutions and testing new partners to evolve our overall agency approach.

Ideal additional skills and attributes:

- Ideally 3+ years of trading experience within an agency or in house marketing team
- An interest in data and how this relates to consumer behaviour and business results.
- Strong presentation skills - able to present clearly and effectively to clients and senior stakeholders to gain their buy-in.
- A technical understanding of pixels, tags and trafficking processes would be beneficial but not essential to this role.
- Good knowledge of the latest trends, products & challenges in the market around areas such as cookie policy, AI, DCO, customer data and measurement. Evidence of communicating data developments and integrating opportunities into testing plans for your clients.
- Able to build and develop strong relationships with clients, as well as partners, internal teams and other external stakeholders (e.g. creative agencies).
- Experience pitching new business is a plus; however, we are looking for somebody keen to develop their confidence and skillset in this area.
- Good base understanding of digital specialisms beyond data, including social, search, programmatic as well as traditional media.
- Highly collaborative, eager to learn and keen to take accountability of a key growth area within our business.
- Detail-oriented, able to multi-task and organised.
- Excellent written and verbal communication skills.

Diversity:

Our success relies on the diverse perspectives of our workforce, and as such, we encourage candidates from all underrepresented communities to apply to work at Bicycle London, either speculatively or for open vacancies they are suitable for.

We strive for everyone to feel like they belong by removing any potential discrimination in the way that candidates and our employees are treated, including:

- people with disabilities (visible and non-visible).
- people of different sexual orientations.
- transgendered and transsexual people.
- people of different races.
- people on the grounds of their sex.
- those of faith and of no faith.
- in relation to their age.
- in relation to their social class or medical condition.
- women who are pregnant, or have recently given birth.

Please inform our HR executive or hiring team if you require support prior to or during your interview and we will endeavour to support you to ensure you have every possible chance of success.

Remuneration & Benefits:

Up to £40,000 - £45,000 depending on experience

Benefits

- Opt In Private Healthcare
- Death in service
- Pension

- Employee Assistance Programme
- Discretionary annual performance-based bonus scheme of up to 8.33% of salary

Time off

- 26 days holiday
- 3 extra days off between the Christmas period (27th December – 2nd January) however, you're expected to be on standby in the unlikely event that your clients require assistance.
- Annual 2-week overseas working allowance.
- Additional 2 days off for volunteering at our chosen charity XO Bicycles.
- To reward service, after two years' you will accrue one extra day's holiday up to a maximum of 30 days.

Culture

- Monthly Culture Days to learn about and celebrate our cultural differences.
- Monthly socials organised by our Social Committee.
- Dog friendly office
- Subsidised 5 a side football

Development

- Healthy training budget to support your personal development.
- Free Audible membership.
- Momentum fund to explore your passions and hobbies.
- Weekly Lunch & Learns

Other

- Financial incentive for successful new business leads.
- Annual away day
- Cycle to Work scheme (of course).
- Brompton bikes available for getting to and from meetings around town.
- £1k Introduce a Colleague bonus
- Access to Mental Health First Aiders