

Digital/Data Analyst | Haymarket Media Asia | Hong Kong

Haymarket Media Asia

Haymarket Media Ltd. is a wholly owned subsidiary of Haymarket Publishing Services Ltd., the UK's largest privately owned publishing company. In Asia we publish industry-leading regional English Language titles *FinanceAsia*, *AsianInvestor*, *The Corporate Treasurer*, *Campaign Asia Pacific* and *CEI*.

The Role In Brief

We are looking for a passionate Digital/Data Analyst to turn data into information, information into insight and insight into business decisions. You will work closely with Business Analysts and report directly to Head of Digital Development & Operations.

Key Responsibilities:

- Interpret data, analyze results using statistical techniques and provide ongoing reports
- Develop and implement data collection systems and other strategies that optimize statistical efficiency and data quality
- Acquire data from primary or secondary data sources
- Identify, analyze, and interpret trends or patterns in complex data sets
- Work closely with the Business Analyst to prioritize business and information needs

Requirements:

- Proven working experience as a digital/data analyst
- Knowledge regarding data models, data mining and segmentation techniques
- Strong knowledge of and experience with databases (e.g. SQL)
- Knowledge of statistics and experience using statistical packages for analysing large datasets (e.g. Excel, Access, SPSS)
- Strong analytical skills with the ability to collect, organise, analyse, and disseminate significant amounts of information with attention to detail and accuracy
- Adept at queries, report writing and presenting findings
- Experience with website analytics tools (e.g, Google Analytics)
- Up-to-date with the latest trends and best practices in SEO and SEM is a bonus
- BS in Mathematics, Economics, Computer Science, Information Management or Statistics

Competitive salary and benefits.

Please send through your CV and covering letter to: gary.wan@haymarket.asia