



CLEAN BEAUTY CO | BYBI BEAUTY  
DIGITAL MEDIA ANALYST

## Role Overview

We're looking for a super smart Digital Analyst that really (really) loves data and number crunching, to join our small but rapidly growing team and support, inform and fuel the Marketing teams strategic decisions with quantitative insights. In this Digital Marketing Analyst job, you will be required to analyse channel and content performance data in order to drive BYBI's direct to consumer online sales. You will also be expected to come up with creative new ideas and make suggestions based on your findings. You will need to be a quick learner, with an interest in sustainable beauty and exceptional analytical skills - as you will be handling large sets of data, and reporting back to the wider business on your findings.

## Key responsibilities

In this Digital Marketing Analyst job, your responsibilities will include:

- Analysing and reporting online customer behaviour, acquisition, retention, engagement and lifetime values across multiple channels.
- Spotting patterns in data and building life-time value calculations and projections based on your findings.
- Producing client reports based on data that showcase if, how and why BYBI is connecting with customers online and opportunities to hack and scale this.
- Being fully immersed in direct to consumer growth tactics, and researching industry trends and industry benchmarks
- Helping to define customer engagement and strategy based on data
- Collaborating with the marketing team in order to help develop wider marketing strategies

## So, what are we looking for?

- A 2.1/1<sup>st</sup> degree in a STEM subject from a top university
- Excellent analytical and problem-solving skills
- An Excel whizz with experience compiling reports and models from various sources
- The ability to draw and present qualitative conclusions from quantitative data
- A passion to work in a beauty start-up
- A proactive, energetic and fun approach
- The ability to work both independently and as a team
- A self-starter who can take the initiative and come up with solutions, ideas, and suggestions for marketing strategies
- A collaborate, respectful and mature way of working, with ability to take feedback
- Someone loves numbers!

## About Us

BYBI are on a mission to make natural, eco-friendly and high-performance beauty accessible to the masses. We're committed to creating high performance, effective skincare products that promote healthy, happy skin. We believe in transparency, because everyone deserves to know what's in their

beauty products, and innovation, because natural doesn't have to mean basic. We're building a high-growth, dynamic and ambitious team of great people who are just as passionate about great skincare as they are the planet we live on. BYBI stands for By Beauty Insiders. Founded by Elsie & Dominika, the duo behind natural beauty blog Clean Beauty Insiders, in 2017, we are beauty bloggers, formulators and consumers and create products based on what we want and what we know doesn't yet exist.