

Performance Consultant

Job title: Performance Consultant
Reports to: Global Head of Performance
Salary: competitive

Position Overview

As part of the next phase of our rapid growth, ID Comms is looking to appoint an experienced and ambitious Consultant to join our Performance practice. The successful candidate will play a pivotal role in helping to shape and deliver best-practice, future-facing quantitative solutions for our blue-chip clients that challenge the status quo and are fit for the digital age.

The Consultant will be a key stakeholder in expanding and developing ID Comms' Media Performance tools and methodologies whilst being adept at performing a wide range of client-facing consulting projects. The Consultant will have daily interaction with both senior internal and external client and agency teams, providing expert advice and guidance in a structured project environment.

Key Responsibilities:

- Deliver high profile client-facing media and digital projects, from project initiation to implementation
- Drive the innovation and maturity of analysis methodologies, tools and products
- Develop management presentations and reports to convey project findings
- Provide clients with regular feedback on the status of projects, including highlighting areas of concern or risk in terms of input required
- Implementing recommendations and solutions that solve client challenges
- Ensuring that clients receive the appropriate level of support and assistance whilst working closely to project budgets and time constraints
- Liaison with client and agency project leads to keep them informed of progress and to make relevant decisions
- Contribution to new business proposals

Who we are looking for:

- Qualified to at least Bachelor degree level in business, marketing, psychology or related field
- 3-5 years client-facing consultancy experience, ideally with at least 2 of these years in media, digital or marketing industry
- Demonstrable understanding of media and digital market dynamics
- Proven track record in delivering multi-dimensional projects on time and to high degree of precision
- Proven application of best practice data analysis techniques
- Passion for marketing innovations and a natural curiosity to take an informed point of view on important industry developments

Key competencies

- Strong written and verbal communication skills and high level of numeracy
- Confidence presenting and engaging with stakeholders to senior level
- Ability to multi-task in a deadline driven environment
- Ability to form credible client relationships
- Strong attention to detail whilst still seeing the "big picture"
- Ability to articulate complex principles in a simple and easily understood way

Technical Skills:

- Data analysis in a media, digital and marketing context
- Knowledge of media planning & buying principles and application
- Understanding of consumer marketing management principles and application
- Excel, Powerpoint – Advanced; MS Access - Intermediate