Marketing Data Analyst

Description

Yassir is the leading super App in the Maghreb region set to changing the way daily services are provided. It currently operates in 45 cities across Algeria, Morocco and Tunisia with recent expansions into France, Canada and Sub-Saharan Africa. It is backed (~$200M in funding) by VCs from Silicon Valley, Europe and other parts of the world. We offer on-demand services such as ride-hailing and last-mile delivery. Building on this infrastructure, we are now introducing financial services to help our users pay, save and borrow digitally. Helping usher the continent into a digital economy era. Weâ[?][?]re not just about serving people – weâ[?][?]re about creating a marketplace to bring people what they need while infusing social values.As a marketing data analyst at Yassir, working in the Data and AI team, you will have the opportunity to make significant contributions to Yassir's marketing strategies, targeting efforts, and customer engagement initiatives. You will leverage advanced analytics to optimize marketing campaigns, understand audience behavior, and enhance the overall marketing performance, ultimately driving growth and success across Yassir's services in 45 cities across 7 countries (Algeria, Tunisia, Morocco, Senegal, South Africa, and France).nResponsibilities:Collaborate with marketing teams to analyze marketing performance metrics, including attribution, audience targeting effectiveness, campaign ROI, and user engagement metrics.Utilize data analysis skills, along with a deep understanding of marketing principles, to identify opportunities for improving marketing strategies and tactics.Work cross-functionally with Product, Engineering, Research, and other teams to integrate marketing data into overall business strategy and product development processes.Serve as a data ambassador, promoting a data-driven marketing culture within the organization.Influence marketing strategy and execution by providing data-driven insights and recommendations to key stakeholders.Partner with Engineering to ensure the collection of relevant data for informed decision-making and optimization of marketing efforts.Develop and implement hypotheses for optimizing marketing performance, employing rigorous analytical approaches and methodologies.Communicate insights and recommendations effectively through data-driven storytelling, influencing stakeholders to make data-informed decisions.Minimum qualifications:Bachelor's degree in Mathematics, Statistics, a relevant technical field, or equivalent practical experience. A minimum experience of 5 years in analytics in an app marketing environment, including a track record of leveraging attribution tools and analytics to define marketing strategies and of defining tracking plans for marketing campaigns. Experience with data querying languages (e.g. SQL), scripting languages (e.g. Python), and/or statistical/mathematical software (e.g. R)Language skills: French and English (fluent), Arabic is an advantage. Benefits:Great compensation and bonuses including stock options.Blue sky opportunity with the team; shape the strategic direction of the companySharp, motivated co-workers in a fun hybrid environmentPaid company holidaysnAt Yassir, we believe in the power of diversity and the importance of an inclusive culture. So, if you're ready to bring your unique perspective and experiences to the table, then we're excited to listen. Don't just apply for a job, come and be a part of our journey. Let's create a better tomorrow together. We look forward to receiving your application! Best of luck,Your Yassir TA TeamPlease mention the word **EXCITEMENT** and tag RMzQuODYuMTYzLjE1Mg== when applying to show you read the job post completely (#RMzQuODYuMTYzLjE1Mg==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Hiring organization
Yassir

Job Location
worldwide

Base Salary
$ 75000 - $ 110000

Date posted
May 1, 2024

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