**JD – Marketing Analyst, DFI Retail Media**

Do you want to make an impact to some of the top brands in Hong Kong, serving an engaged membership base of 4.8 million? Our DFI Media team is the right place for you!

We are part of DFI Retail Group, a leading pan-Asian retailer that covers food (grocery and convenience), health and beauty, home furnishings, restaurants and other retail businesses.

We also operate yuu, the leading loyalty programme in Hong Kong. A digital first platform, partnering with the best-in-class retail brands in Hong Kong to deliver a personalized customer loyalty experience.

At DFI Media, we are keen to hire the smartest and brightest digital marketing and sales talent who can make a difference in a fast moving, dynamic team with start-up culture.

The role of Client Success Manager will be responsible for expanding our digital advertising media partnerships with key suppliers and media agencies. You need to excel in complex business problem solving and client relationship management.

**Job Responsibilities:**

* Analyze retail media campaign data to assess performance, identify trends, and evaluate the effectiveness of advertising strategies.
* Monitor key performance metrics, such as sales, impressions, click-through rates (CTR), conversion rates, and return on ad spend (ROAS).
* Conduct in-depth data analysis using tools such as Google Analytics, Big Query, SQL, or other data analysis software to uncover insights and opportunities for optimization.
* Collaborate with cross-functional teams, including marketing, sales, and product, to gather data requirements, align on objectives, and develop effective retail media strategies.
* Participate in post-campaign analysis to evaluate the success of retail media initiatives and provide recommendations for future campaigns.

**Skills and Qualifications:**

* Bachelor's degree in in marketing, business, statistics with strong numeracy skills.
* 2 to 3+ years of data analytics experience in FMCG / retail media
* Proven experience in data analysis, preferably in a business or analytics role.
* Strong analytical skills with proficiency in data analysis tools such as Big Query, SQL, or other data analysis software.
* Knowledge of digital advertising metrics and concepts, including CTR, ROAS, conversion tracking, and attribution modeling.
* Experience with web analytics tools, such as Google Analytics or Adobe Analytics, to measure and analyze campaign performance.
* Excellent written and verbal communication skills, with the ability to translate complex data into actionable insights for non-technical stakeholders.
* Detail-oriented with the ability to manage multiple projects and priorities in a fast-paced environment.
* Knowledge of retail marketing strategies and consumer behavior is a plus.