



Lakestar Media is an award winning, fast growing, Digital Marketing company specialising in SEO, PPC, Display, Social Media and Affiliate Marketing. We are currently looking for Data Analysts.

This is an entry level role, however, you should have some experience in online marketing with an understanding of search engine optimisation and factors that influence high rankings in Google.

Responsibilities include:

- Interpreting web analytics data and identifying user behaviour trends
- Monitor tracking and analysing performance of campaigns
- Maintain an awareness of the commercial impact of advertising campaigns and the revenue they generate
- Using web-based statistical programs to analyse and report on profitability against spend and return
- Take decisions based on the analysis of performance and action any changes
- Identify areas of opportunity and improvement
- Keyword Research and producing ideas for new initiatives based on the data with an estimation of the likely impact to enable prioritisation of the work
- Preparing presentations for Account Managers
- Be a first point of call for clients providing excellent customer service
- Aid in the preparation of weekly or monthly reports to clients as and when required adhering to strict deadlines
- Link Building and Scouting
- Aid in writing on-site content

Core Skills and Knowledge (Essential or Desirable)

- Fluent German and/or French (E)
- Educated to GCSE standard or above or equivalent qualification (D) including minimum of Grade C English and Maths (E)
- Excellent presentation skills (E)
- Knowledge of Google Adwords (D)
- Knowledge of the other major search platforms (D)
- Advanced use of Microsoft Word, Excel & Power Point (D)
- Analytical with high attention to detail (E)
- Excellent communication skills (E)
- Excellent organisational and planning skills (E)
- An understanding of search engines, search engine optimisation and factors that influence high rankings in Google (D)
- Knowledge of Google Analytics and Webmaster Tools (D)
- Knowledge of Google Places and Product Search (D)

If you highly organised and enjoy working in a high pressure environment and have the ability to work to deadlines and multitask across a wide range of project whilst providing excellent customer service, then we can provide you with a competitive salary and benefits.



Please submit your CV and covering letter stating why you are suitable for this role to [hr@lakestarmedia.com](mailto:hr@lakestarmedia.com)

Lakestar Media is an Equal Opportunities employer.

Applicants must be eligible to live and work in the UK without restriction.