



JOIN US

WE ARE HIRING

DATA & INSIGHTS ANALYST

Encircle Media, we believe in the power of imagination and that starts with understanding the data behind every campaign to ensure that our wild imaginations are impactful.

ROLES & RESPONSIBILITIES:

We're looking for a Data & Insights Analyst who will go beyond reporting and turn data into meaningful insights that shape strategy, creative, and media decisions.

Reporting & Dashboards

- Build weekly, monthly, and PCA reports
- Consolidate data across platforms (paid media, social, influencer campaigns)
- Maintain and optimize performance dashboards

Performance Analysis

- Conduct Post Campaign Analyses (PCAs)
- Break down performance by audience, platform, and content
- Identify drivers of success and areas of inefficiency

Insights & Storytelling

- Translate data into clear, actionable insights
- Identify patterns and trends across campaigns
- Connect performance to audience behaviour and cultural context

Strategic Contribution

- Recommend optimizations (budget allocation, targeting, creative direction)
- Feed insights into campaign planning and briefs
- Help define KPIs and measurement frameworks

THE POSITION :

We're looking for a Data & Insights Analyst who will go beyond reporting and turn data into meaningful insights that shape strategy, creative, and media decisions.

ROLE REQUIREMENT:

- 2-5 years of experience in digital/media analytics or performance marketing
- Strong proficiency in Excel / Google Sheets
- Experience with analytics and reporting tools (e.g., dashboards, web analytics platforms) - please note we will onboard the selected candidate on the analytics tools we have.
- Ability to turn data into compelling stories and actionable recommendations
- Strong communication skills (internal & client-facing for presentations)
- A curious mindset that bounces ideas with the team

What Makes You Stand Out

- Experience working on content-led or entertainment brands
- Exposure to influencer and social media campaign analysis
- Ability to challenge thinking and influence strategy through insights

OUR APPROACH:

We're not looking for someone who just reports on what happened. We're looking for someone who will use data to interrogate:

- What happened
- Why it matters
- What we should do next

SEND US YOUR CV



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