



GROUP SENIOR MARKETING ANALYST LEAD (H-F)

Type of employment contract: Full time position

Starting date of the contract: As soon as possible

Location: Paris 2nd district

The company: AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, economics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,400 staff spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photo, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

www.afp.com

Reporting to: Group Marketing Director

Job description:

You are passionate about scouring qualitative and quantitative data about existing or potential business opportunities and clients.

You love presenting research and actionable business recommendations to the management to decide about future investments, or to colleagues to support them in developing their product line.

You will be involved in cross-functional projects, report to the Group Marketing Director and will be managing one Data Analyst to support you in your role.

Primary goals of the role:

- Implement measurement methodology and advanced analytics to improve marketing decisions
- Provide management with strategic insight and analysis about AFP clients and market opportunities
- Support marketing managers, innovation, editorial and technical teams with key insights and recommendations to enhance AFP services
- Identify new growth market opportunities and corresponding innovative offers
- Structure, build, test any new business plan and related project proposal

Main functions:

Provide recommendations to increase AFP's performance in its existing lines of businesses

- Prepare industry and cross-company benchmarks to optimize traditional business performances
- Analyze AFP pricing models to propose enhancements to product managers
- Produce KPI dashboards to communicate to AFP management about the progress of specific projects
- Monitor AFP clients' behavior and satisfaction across AFP existing services. Recommend enhancements which will be implemented by the Marketing Managers to increase AFP services' retention or sales
- Provide strategic insights on AFP e-marketing activities to the marketing and communication teams (landing pages, creatives, marketing automation campaigns, corporate sites and social media initiatives)

Identify key opportunities for the future and fuel growth plans beyond AFP's existing businesses

- Gather and synthesize key market or client information to help evaluate trends and growth opportunities
- Build business plans to support new business initiatives
- Challenge, test and check any new business project proposal
- Work with external suppliers or partners to challenge recommendations and proof of concept

Experience and qualifications:

- Master's Degree required. Dual background in Marketing and data analysis is a must
- Minimum experience of 10 years in preparing business plans, designing marketing strategies, and pricing models
- Experience in working with analytics in a commercial, user-experience focused and media context
- Passion about the transforming media and technology landscape
- Entrepreneurial culture to convey and implement recommendations across the company
- Native English speaker or high level of English fluency

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