

Beaton

Position Title: Advanced Modeller/Insights Manager

Interested candidates contact reece.adnams@beatonglobal.com or 03 9829 0000

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| Job Purpose | <ul style="list-style-type: none">• Assist in building Beaton's quantitative client and market intelligence service offering in by strengthening our capabilities in the areas of market measurement, analytics and predictive modelling• Support the research team in developing predictive models through advanced statistical processes to help inform client strategies• Analyse and mine <u>existing</u> Beaton research data consisting of attitudinal, behaviour, demographics and external client data (e.g. financials) to produce new segmentation models, SEMs and predictive models, etc• Analyse and mine <u>ad hoc</u> research data consisting of attitudinal, behaviour, demographics and external client data (e.g. financials) to produce segmentation models, SEMs and predictive models, etc for our clients• Assist with the development our existing surveys instruments and research approaches to ensure they gather the best information to allow for predictive modelling and data mining• Co-manage (with the Director of Research) all aspects of the predictive modelling and data mining projects ensure all outputs are rigorous in their statistical approach and are of the highest quality• Document all analysis and findings in a manner that can be delivered to clients and will support publication of selected results |
| Reports to | <ul style="list-style-type: none">• Director of Research, Advanced Analytics |
| Key Performance Indicators | <ul style="list-style-type: none">• To be agreed with candidate |
| Key Tasks | <ul style="list-style-type: none">• Actively embrace the Beaton culture and uphold its vision, goals, objectives, policies and procedures• Take the lead role in data mining, predictive modelling and other multivariate analysis on ad hoc and existing data projects• Take the lead role in identify relationships within existing and ad hoc data that has a commercial context• Identify strategic findings in quantitative research data and |

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| <p><i>Key Tasks cont'd</i></p> | <p>assistance with present findings to C-suite in a way that instils confidence and delivers business outcomes</p> <ul style="list-style-type: none"> • Attend sales meetings with Director of Research and or Account Managers on ad-hoc modelling projects • Assist in the preparation of ad-hoc modelling proposals for new clients within professional service firms, professional associations and in the financial services sector • Assist with the design of research modelling projects including approach, sampling and survey instrument to obtain appropriate data • Provide statistical advice and direction to the research team in general • Recommend and apply rigorous statistical approaches that are appropriate and stand up to external review and critique • Supervise / mentor / coach more junior members of the advance modelling team as it grows • Help to build Beaton brand and market presence in its advanced modelling capacities |
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| <p><i>Skills and Knowledge</i></p> | <ul style="list-style-type: none"> • Good team orientation • Five to ten plus years of experience in private sector or including extensive experience in quantitative market research and analytics. • Highly developed skills with applied statistics and possibly pure statistics/econometrics • Strong analytical skills and an ability to synthesise large amounts of data to deliver real insights to clients • Several years of experience at a executive level with demonstrated success with programs that leveraged customer intelligence and analytics to drive increased customer usage, loyalty, client acquisition, revenue growth, etc. • Strong track record in developing predictive models, data mining, various forms of multivariate analysis (cluster, discriminant, factor), structural equation modelling and possibly choice models • Strong understanding of the statistics behind these analysis techniques • In-depth knowledge of quantitative research techniques • Very strong numeracy skills and attention to detail and strong focus on quality • Extensive experience and advance skills in relevant statistical |
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| | <p>packages (e.g. SPSS, R, STATA, AMOS, etc)</p> <ul style="list-style-type: none">• Proficient in Microsoft Office and has advance Excel skills• Masters or PhD is required with specialisation or advanced training in quantitative skills areas such as mathematics, econometrics, and statistics.• Ability to manage multiple responsibilities |
| <i>Behavioural Competencies</i> | <ul style="list-style-type: none">• Rigorous• Intelligent• Team player• Innovative thinker• Self motivated / Initiative• Able to tackle challenges in a positive manner with impeccable follow-through on commitments• High degree of adaptability, and adept at dealing with ambiguity in an unstructured environment. |