



<https://fintechnews.sg/job/assistant-vice-president-senior-digital-analyst-at-uob/>

Assistant Vice President, Senior Digital Analyst

Description

Reporting to the Group Head of Digital Analytics, TMRW are seeking a digital analyst and team player.

You are likely to have five years' experience. Experience in retail banking or financial services is an obvious advantage but not essential.

Working with internal (Group and local marketing & Customer Engagement teams) and external stakeholders (Media agencies and platform providers), you will help the implementation of Digital Tagging and Tracking and the reporting of digital behavior insights.

Responsibilities

- Stakeholder relationship management, including Local Market Marketing and Technical Teams, Platform Vendors (Google, Adobe & AppsFlyer, etc) & Digital Analytics Agencies.
- Defining business reporting goals and KPIs, Designing Tagging Plans, Implementation, and UAT Tagging verification.
- Analyze new digital features and content performance and liaise with Product owners and Group Technology to define and implement Digital Analytics requirements.
- Interpretation of Digital Analytics Data to communicate appropriate insights and offer recommendations including media optimization and in-app user experiences.
- Produce reports to help group marketing teams, regional teams, and executive leadership to make more informed decisions.
- Effectively communicate findings with actionable recommendations to business leaders verbally and in presentations.
- Motivated, proactive, creative problem solver not afraid to challenge conventions and help drive positive business change.

Qualifications

- An understanding, of Web analytics; Adobe, Google Analytics (Firebase), and AppsFlyer preferred.
- An understanding of digital advertising (display, mobile, e-mail, video and social media)
- An understanding of digital platform development and operation (Apps & Websites).
- 5+ years of work experience as a digital analyst or from an associated digital background, including data analysts or IT engineering or similar. Experience in Digital Retail Banking and App-development obviously an advantage but not essential.
- Experienced in using the Microsoft Excel and PowerPoint
- Knowledge of web measurement technologies: Website analytics software (e.g. Adobe, Google Analytics and AppsFlyer) and advantage but not essential (training provided)

Hiring organization

UOB

UOB is a leading bank in Asia with a global network of more than 500 branches and offices in 19 countries and territories in Asia Pacific, Europe and North America. In Asia, we operate through our head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, as well as branches and offices across the region.

Employment Type

Full-time

Job Location

Singapore

Date posted

May 19, 2022

APPLY

- An appreciation for web design, digital marketing, user experience, information architecture
- Detail-oriented with the ability to manage multiple tasks simultaneously.
- Ability to build and maintain good rapport with internal and external customers communicating ideas and concepts with an end result of increased sales and profitability while handling situations with confidence, tact, and resourcefulness

This is an opportunity for those looking to progress their career in data or potentially wanting to get into Digital Analytics or Data Analytics for the first time.