



## Job Description

Job title:	Head of Data & Insights
Department:	Jungle Labs
Reports to:	Chief Growth Officer & Co-CEO
Duration:	Permanent
Hours:	Full time
Office Location:	London, UK

## About Jungle Creations

[Jungle Creations](#) is an award-winning social-first publisher with offices in London and New York. The company owns and operates several hugely popular media brands that create and publish content across social media including; VT, Twisted, Four Nine, Craft Factory, Level Fitness and Lovimals, which together have amassed over 132 million followers. Jungle Creations exists to create ideas that get people to thrive online and in the real world. The business works with clients including the likes of Diageo, McDonald's and Unilever, to help them do the same, with the company winning The Drum's sought after 'Branded Content Team Of The Year' for the last four years in a row. Jungle Creations is also home to The Wild, an award-winning social-first creative agency that helps brands turn heads and make it matter, specialising in social media management, branded content, production, influencer, and performance marketing.

### **Role Purpose:**

Reporting to the Chief Growth Officer and Co-CEO, this role will be tasked with supporting the vision for the data & insights roadmap for the business and taking it to the next level. As the Head of Data and Insights, you will be responsible for building and leading a team of data scientists and analysts, providing useful insights to all functions in the company out of raw data and trends, and helping to improve our offering and business decisions by making the most out of our data assets and analytics. By supporting reactive responses to briefs with insights, as well as generating proactive white papers and marketing materials with insights, the Head of Data & Insights will support both the commercial and marketing ambitions of the business.

## Key Responsibilities:

- Take the lead to formulate data-informed strategies for Jungle Creations clients.
- Work with the business by owning and developing our “DiscoverIQ” product, to help tell stories from insights and trends to inform content and commercial decisions
- Effectively translate data into well-crafted narratives to support teams across our organisation (including sales, creative, strategy and programming) to tell the most impactful stories through Jungle Creations media brands for our clients.
- Proactively create and craft audience and content insights to support our content team in making effective decisions in the production of original content.
- Build a methodology around ad effectiveness measurement and brand lift studies – working with 3rd party vendors like Facebook brand uplift, Realeyes, Kantar Millward Brown, etc.
- Analyse campaign result data and summarise key insights on brand performance, supporting the project management team with post-campaign analysis.
- Present findings and strategies in a directly client-facing capacity.
- Build the Jungle Labs team, to include data analysts and data scientists, and lead the vision for the data & insights roadmap for the business.
- Drive the technical product development of our data offering and develop the DiscoverIQ data platform to utilise first/second/third party data to position Jungle Creations as the leaders in insight-led social-first content for clients.
- Develop tagging architecture and taxonomy to capture the right data sets from our c. 132m social following to power our insights strategy.
- Lead the data and insights strategy providing clear visibility to the leadership team, outlining the vision, the investment required to deliver against it and the ongoing progress against the roadmap.
- Lead proactive whitepapers and industry trend reports to position Jungle creations as thought leaders in the social insights space.
- Interpret data & insights and combine them with creative storytelling to support marketing and sales strategies and campaigns.



- Lead the productisation of our data & insights as well as driving new product development around data & insights to open up new commercial opportunities and revenue streams.

#### **Background & Experience:**

- Experience working in fast-paced environments within data and/or insight.
- Experience with social insights & analytics platforms
- Strong knowledge of relevant research tools, survey creation, key 3rd party providers, and industry trends
- A self-starter who is resourceful, collaborative, and able to run with something given minimal direction

#### **Skills & Competencies:**

- Excellent leadership skills.
- Strong presentation skills to clients (externally & internally)
- Experience working with Dataorama and Brandwatch is preferable
- Ability to communicate effectively with client and agency partners.
- A team player with the ability to play an active part in a senior management team that creates and implements a shared vision for the future and works together collaboratively and effectively.

#### **Bonus Points**

- Experience working in social, digital, video or OTT/CTV.
- A keen interest in social and other emerging media and an understanding of global media developments.
- Mathematics, Statistics, Economics, Marketing Science or similar education would be beneficial.

All employees are expected to comply with the company code of conduct, act professionally with colleagues, and treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflects Jungle Creations and doesn't do anything that would bring the reputation of the company into disrepute or cause a loss of confidence in its work.



Measures of success and key stakeholders:

Employees are monitored with bi-annual KPIs to measure their performance; these KPIs are made up of both skills and behavioural competencies. Jungle is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

KPIs:

- Soft KPIs incl. delivery to the product roadmap and harder KPIs incl. delivery against relevant revenue targets, profitability targets

Key stakeholders:

- Commercial sales team
- Project management
- Content teams
- The Wild
- Tech/development

## We want you to add to our culture

At Jungle Creations, we aim to ensure our workforce reflects the diverse society we live in. Our different ideas, our different perspectives and our respect for one another enables us to be innovative, creative and build a sense of belonging that actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong and that is the reason why we look for the cultural add, not the cultural fit.

## Our mission

*'We exist to create ideas that get people to thrive online and in the real world'*

## Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.

### **Collaborate.**

Whether in a small or large capacity, every one of our departments work in collaboration with each other. Encouraging this total collaboration means our people can team up with ease,



and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

### **Innovate.**

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in the industry.

### **Champion.**

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in the work we do. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

## **Post Covid-19 Plan**

We have carried out a full risk assessment and put together a return to work plan as per government guidelines. We are currently using a rota system that allows up to 50% capacity in the office, open to whoever would like to book in. We will move to a permanent hybrid working system that sees staff split their time between the office and home as of September (government guidelines allowing). Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.