the7stars
Marketing Analytics & Effectiveness Specialist
(not level specific)

About the7stars

the7stars is the UK's largest independent media agency, offering the best people, the best service and the most creative media campaigns. Our clients include Admiral, The Financial Times, Gousto, Iceland and The Postcode Lottery.

Since our inception in 2005, we set out on a mission – to inspire the exceptional and defeat the bad and the boring. By championing transparency, our goal was to deliver award-winning work for clients across all sectors, whilst fostering a truly vibrant and inclusive culture that welcomes the best industry talent from all walks of life.

20 years on, we have achieved all of this and more. We have graced The Sunday Times Best Companies to Work list for thirteen consecutive years, whilst also being crowned Campaign's Best Place to Work on three occasions. Our work has garnered acclaim from the likes of IPA, WARC, Effie, Media Week, Thinkbox, Campaign Magazine, The Drum, AdWeek, and more. We have continued to grow our agency every single year, delivered show-stopping work for our clients, and have consistently delivered exceptional media value.

The Role & Experience

As a member of the Analytics & Effectiveness team, you will be a key part of the7stars. You will engage with clients as both a practitioner (attribution, econometrics, experiments projects) and a strategic advisor (investment planning, measurement and optimisation frameworks, media strategy, learning agendas).

The purpose of the role is to support clients in improving marketing driven profit growth through design, co-ordination and delivery of the right effectiveness initiatives.

You will be guaranteed variety, autonomy and senior client exposure. And you will work across a broad range of clients, categories, audiences, project briefs and methods from day one.

The role will include line management responsibilities for junior team members, as well as supporting the agency's marketing and thought leadership efforts.

The Insight, Analytics and Data unit you will be a part of are an award winning multi discipline team of 25. In recent years we have won prestigious awards including Effie, Campaign, Media Week and IPA Effectiveness Awards, as well as being awarded the IPA's Effectiveness Accreditation on all three occasions (2021, 2023, 2025).

We are looking for the following attributes & experience in the successful candidate:

- Expert knowledge of Econometrics, Forecasting, Investment Planning & Optimisation, Media Experiments/Tests. Highly likely to have been hands on in a past or present role.

- Relentless intellectual curiosity.

- Comfortable in the minute detail of large data sets but equally mindful of the big picture.

- Results oriented with an unerring focus on adding commercial value for our clients through better use of data and analytics.

- Has a coach's mindset - is passionate about guiding, developing and managing analysts in the team. As well as equipping clients and the7stars planning teams to make more evidence-based investment decisions autonomously.

- An awareness of current hot topics in the industry, with a perspective too.

The successful candidate must have:

- Previous experience in a marketing effectiveness or analytics role. Either client side, in specialist consultancy or with a media agency.

- Experience building, communicating and leveraging complex models (e.g. econometrics) to drive incremental growth.

- The ability to communicate complex ideas in a universally accessible manner and build rapport with non-technical clients.

- Excellent data visualisation skills and attention to detail.

- The ability to teach and be taught - absorb new knowledge quickly as well as educating and empowering your agency colleagues.

- Solutions first mindset with the ability to proactively identify client needs and the solutions that meet and exceed them.

- Comfortable presenting to C-Suite audiences and dealing with challenging questions.

The successful candidate will have some of:

- A strong understanding of the marketing planning and media planning process.

- Experience developing new technical products for agencies or advertisers (this does not need to have been hands on).

- Experience managing multiple cross discipline projects and prioritising competing demands in a fast-paced environment.

- Comfortable with scripting languages (R, Python, SQL most relevant). Highly skilled at extracting, managing and manipulating big data sets.

Salary & Benefits

- Competitive salary dependent on expected impact in role

- Uncounted holiday

- Free breakfast

- Free company bar

- New Business Bonus eligible in your first year as a 7stars employee

- Personal finance advice from Financial Advisor

- Life Assurance

- Critical Illness cover

- Income protection

- Summer profit share bonus and Christmas bonus

- Private Medical Insurance

- Gym Membership (choice of 5 local options)

- Season ticket Loan

- Cycle to work Scheme

- Techscheme

- Extensive Maternity, Paternity, fostering and adoption leave package, including a bonus for mums when they announce they are expecting and a Gousto box for when the baby first arrives home

- Royal London pension (Including a Green Pension option)

- Employee assistance programme

Our working pattern is Monday-Thursday in our Covent Garden offices, followed by hybrid working on Friday.

the7stars is committed to creating a diverse environment, where employees feel empowered to share different ideas, perspectives and experiences in a collaborative and creative work environment. Equality and inclusion are at the heart of our culture. All qualified applicants will receive consideration for employment without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation.

Please email: 7stars@journeyhr.com if you would like to apply for this role.