

# Analyst

## Who is Nature

We're an independent strategic insights consultancy. We provide guidance and advice to a diverse range of businesses, which is grounded in consumer evidence.

At its core, we help our clients grow, unlock their competitive advantage, and make important decisions with confidence. Our work helps our clients build great brands, launch & optimise products, and services, and deliver exceptional experiences.

At Nature, we make a point of staying true to the values that built our business and reputation. We encourage all our people to have an owner's mindset, to keep on growing and to be dependably candid to solve our collective challenges and find our best ideas together.

As a Certified B Corp, we are part of the global movement to innovate economic and operational systems to have a positive impact on society, the community, our planet, clients and our team. B stands for 'benefit for all' – our certification is at the heart of our mission and our work.

We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. We welcome people of all races, genders, religions, colours, national origins, sexual orientations, ages, marital statuses, and abilities.

In simple words, the nature of Nature is that we are genuinely into what we do and want to make sure we always show up, together, to do work that matters. To our clients. Our people. Our communities.

## The Opportunity

We are seeking a dynamic and motivated individual to join our marketing science team at Nature Sydney.

1. Is the idea of conducting complex analysis and the practical visualisation of data part of your next career move?
2. Are you looking for versatility and the ability to learn and develop with a supportive team around you?
3. Are you someone who loves working with diverse minds to solve problems?
4. Are you keen to be part of a close-knit team of people who genuinely care about each other?

If you have 1-2 years of experience as an Analyst and are excited about the above questions, we'd love you to read on!

Certified



Corporation

Nature Pty Ltd

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# Analyst

## What we are looking for

- Someone with proficiency across basic to intermediate data developmental and analytical techniques who is looking to improve their knowledge and confidence of these with our support. These include data development methods such as outlier detection, structuring/building, weighting and imputation, and a range of exploratory and predictive analytic techniques pertinent to marketing science.
- A conceptual understanding of core methodologies across brand, product & experience: brand measurement framework, NPS, concept testing.
- Someone keen to be in a support role where they can develop skills to shape / contribute to questions, codes & programming instructions.

## Role Summary

As part of your team, you will:

- Work alongside the consultant teams managing field work, sampling & quotas & weighting.
- Provide input into and review questionnaires for quality control purposes, e.g., programming instructions, question & scale format, and QC testing of survey links.
- Undertake data preparation work to prepare data files for analysis (e.g., cleaning, recoding, restructuring, weighting) – leveraging external data sources as required (e.g., ABS Census).
- Deliver ad-hoc data analysis requests, providing results in a concise manner according to specifications under guidance from senior members of the analytics team.
- Manage client sample processes and specified data streams (e.g., benchmark databases).
- Work with analytical and data visualisation technology to support data analytics (e.g. DisplayR and PowerBI).

## A snapshot of our values to tell you what we care about:

- Owner's Mindset: Giving a shit about our work and keeping the start-up hustle alive.
- Solve Together: Collaborating efficiently and communicating proactively.
- Seek Growth: Seeking to learn and giving and receiving feedback openly.
- Positive Impact: On our colleagues, clients, culture, community and planet.

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If you want to find out more about us and what it's like to work at Nature, check out our website [here](#) or visit us on LinkedIn [here](#) or on our Instagram [here](#).