

We're on the lookout for an entrepreneurial Data Strategy heavyweight to join us part time, and help lead a key part of the business.

If you're interested in being a key part of a team specialising in modern human insight and delivering the next generation of consumer understanding to brands, then read on and get in touch.

The role is initially a maternity cover, with the desire to make this a permanent role aligned to business growth, and is offered as either three or four days a week.

## Head of Data Strategy

### Job Specification

#### Overview

Human Theory are specialists in modern human insight. We study all aspects of the consumer using the power of original, human thought combined with cutting-edge technology and modern methodologies.

The successful candidate will be part of the senior leadership team, working closely alongside the Founder and Managing Director. The role requires a data strategy subject matter expert to lead a team of strategists & researchers, and data scientists and analysts, to help the agency produce the most in-depth & innovative consumer insights, to help us drive commercial growth for our clients.

You will have exposure to all matters of business, marketing and new business strategy, be empowered to take ownership of your role, build out and grow a team, and establish yourself as a key member of the Human Theory senior leadership team.

#### A bit about us

We are a small, agile, independent, and innovative company who pride ourselves in doing things differently. We use our unique and non-traditional approach to drive real business growth for a wide variety of clients across a variety of sectors, by putting the voices of real people at the heart of their strategies.

We're an eclectic bunch, made up of Data Scientists, Linguists, Strategists, Researchers and Consultants, and like to think of ourselves as a personable, honest, smart and vibrant group of people from different and interesting backgrounds.

#### A day in the life of a Data Strategy SME at Human Theory

- Represent Human Theory as a specialist in the modern applications of human insight and spearhead our unique data and insight methodologies across our growing client portfolio.
- Own the end-to-end process of our Actionable Mindset Segmentation technique, to identify and deliver growth strategies for our clients.
- Support and manage the strategy and research team on conversational, societal, and cultural insight analysis (Qualitative Insight at Quantitative Scale service).
- Forensically interpret customer data, brief the technical data requirements and techniques to be applied by the data scientist or analyst, and drive the optimal data deliverables to achieve the client objectives

- Consult on the strategic opportunities and recommendations to best activate the insights, aligned to the client business ambition and objectives
- Own and manage the collation of all insights, data and strategic deliverables into coherent and visually engaging documents for client delivery
- Articulate present the outputs to client internal stakeholders, and be able to manage the strategic narrative with them
- Join forces with the management team in helping identify and convert opportunities for client and business development growth
- Be open to heightening your profile externally and be seen as a strategic ambassador for Human Theory

### The attributes we look for in a team member:

- Energy
- Work Ethic
- Positive / can-do attitude
- Participatory
- Client friendly
- Autonomy
- Curiosity

### Employer accountability:

#### Areas we assess ourselves against

- Personal Growth
- Ambassadorship
- Recognition
- Feedback
- Communication & Consistency
- Relationships
- Happiness & Wellness
- Environment
- The Work

#### What to expect from us:

- Objectives / Training & Development Plans
- Regular 1-2-1s / Annual Reviews
- Regular company updates
- Teambuilding exercises & Socials
- Personal 1-2-1s away from work / work-life balance assessment
- Flexible working arrangements
- Hand raising encouragement i.e., courses / industry seminars / lunch & learns
- Monthly £50 well-being allowance

#### Holiday Benefits:

- 25 Days Annual Holiday
- Additional Christmas Holiday Bonus (office also closed between Christmas & New Year)
- Half Day on Your Birthday

### The finer details:

- **Timing:** Flexible, but ideally looking for someone to start with us from mid-May, to allow a seamless transition and handover
- **Flexibility:** We are open to considering this as a part-time role (3-4 days per week)
- **Salary:** Up to £80k (pro-rata) depending on experience
- **Location:** Central London. When restrictions are lifted, we would expect this to be a blended role of remote & office (TBC) based working
- **Next steps:**
  - Please send your CV to [hello@humantheory.co.uk](mailto:hello@humantheory.co.uk) to apply
  - **Stage 1:** Shortlisted candidates will be invited for a 45 min informal chat
  - **Stage 2:** The next round will consist of a presentation response to a brief
  - **Stage 3:** Final Selection

# THANK YOU