



## **Growth Analyst**

Full-time, London UK, salary based on experience

[GripAble](#) Ltd is a multi-award winning technology startup developing a gamified mobile software platform to provide remote assessment and rehabilitation to people with brain or physical injuries. Rehabilitation programmes are critical for such patients, e.g. after a stroke, helping them regain their quality of life. However, for years therapists have struggled to find accessible tools that can engage patients. Our first product is GripAble™, an innovative digital hand-grip device that connects to our mobile app, allowing patients with hand and arm impairments to play engaging therapy games and interact with a community of others, suffering from similar disabilities, whilst in the comfort of their own homes. We are a spin-out of Imperial College London, now based in Shoreditch, who collaborate closely with clinicians, researchers and patients. We have raised money to scale our product globally, as well as recently receiving a prestigious 3-year NHS grant allowing us to build the world's first social gaming platform for motivating individuals with disabilities to train for longer.

## **The Role**

- Achieve a deep understanding of GripAble's user base including their behaviour and feedback
- Drive data led initiatives focussed on the growth (activation and retention) of our therapy app.
- Work collaboratively with our product, engineering and clinical teams to ideate, execute and evaluate key features and strategies, that will ultimately nudge patients and therapists to continue using the app
- Identify a set of key metrics that evaluate motivation, usage and patient recovery
- Utilise professional (clinical, technical, usability) insights to devise strategies to improve key metrics
- Use structured methodologies to test and measure product enhancements
- Collect user feedback through interviews, observations and surveys. Analyse, summarise and present key findings. Be able to demonstrate an audit trail from initial insight through to implementation.
- Have a high-touch relationship with several hundred of our early adopters
- Design, configure, test and use data analytics collected from product use to demonstrate relentless improvement in key metrics
- Use widely adopted tools (notifications, emails, calls etc) to manage activation and retention
- Manage the experimentation roadmap to ensure effective prioritisation, delivery and evaluation of solutions

## **Essential skills**

- Any analytical, scientific or related degree
- 2+ years working in industry in a role that directly influenced marketing or product strategy through deep analytical insight



- Previous experience conducting qualitative research e.g. semi-structured interviews
- Knowledge of A/B testing esp. related to digital products and/or apps
- Experience using data analytics tools e.g. Google Firebase for mobile
- Highly competent using Excel and Microsoft Office
- Customer facing personality
- Able to distill and present key findings to a cross-functional audience
- Ethical, with great teamwork and communication skills

### **Desirable skills**

- Any level of clinical training e.g. as a nurse, therapist or researcher
- Previous experience of ethnographic research methods
- Experience handling sensitive patient data and an understanding of possible data governance issues
- Experience working in a startup culture

### **What we offer**

- A competitive salary (£35 - £42K) dependent upon prior experience
- A passionate and highly skilled team, always ready to help you grow your skills
- Collaboration with world leading specialists from Imperial College London, Southampton University and King's College London, as well as access to further academic institutions in South Korea, Singapore and Japan
- An extensive network of mentors providing opportunities to rapidly learn new skills and boost your career development
- Flexible vacation and working hours
- Office located near to Liverpool Street and Old Street station in central London
- The opportunity to steer the development of an innovative digital health product and directly see the positive impact this technology can have on millions of patients around the world

If you would like to apply for this position please send your CV and a cover letter to Dr Paul Rinne ([paul@gripable.co](mailto:paul@gripable.co)) including any links to previous work