Game Growth Analyst

ABOUT US

Sing King is on a mission to delight millions of singers around the world through our portfolio of games and singing experiences across multiple platforms.

Our successful flagship YouTube channel welcomes over 13.5 million subscribers and 25 million unique viewers each month, and along with our latest Mobile Game release we are continuing to build innovative and exciting products that spread joy to singers wherever and whenever they sing.

We are a team of music lovers, game enthusiasts and entrepreneurial spirits. We are passionate about our vibrant and growing community of global singing fans. This is a unique opportunity to play a key role in the growth of an ambitious, nimble and fast-growing game and music entertainment business. Join us!

ABOUT THE ROLE

As our full-time Game Growth Analyst, you will drive actionable insights across our game portfolio, helping shape product decisions, live ops strategies, and player experiences. Reporting to the Senior Data Growth Manager, you'll own key metrics, build forecasts, design experiments, and inform growth strategies through rigorous analysis. With a strong grasp of player behaviour and an appetite to learn, you'll be at the forefront of expanding Sing King's audience, engagement, and commercial impact.

This role would suit an ambitious Game Growth Analyst who loves seeing their intuitive reading of data being integrated into business strategy in real time. Working closely with Product, Growth and Community you'll be part of a high-growth team, acting as the analytical backbone that bridges data with decision making to help us in our vision to bring the very powerful and human expression of singing into a unique and delightful product for our passionate users.

WHAT YOU'LL DO

- Own and analyse core KPIs across our mobile games — including retention, monetisation, engagement, and player sentiment
- Design and evaluate experiments across new features, live ops, content releases, and monetisation strategies
- Build dashboards and models that support performance tracking, forecasting, and opportunity sizing
- Collaborate with Product and UA teams to optimise funnels, segment users, and test offers, bundles, and notifications
- Support prototyping and greenlight decisions through structured testing and validation
- Improve our analytics infrastructure — from event tracking schemas to tooling and data quality
- Conduct market and competitor research to support content and product decision-making
- Translate raw data into high-impact insights that drive game performance and strategic decision-making

WHAT YOU'LL BRING

- **Mobile Game Expertise** - you'll have a minimum of 2 years experience analysing and driving actionable insights. You've worked the full development cycle, from prototypes to worldwide launches. You have strong working knowledge of Firebase, attribution fundamentals and marketing analytics tools such AppsFlyer, Adjust, and ironSource.

- **Great Storytelling** - you're highly skilled in data visualisation tools such as Looker, Tableau, and Google Data Studio, and know that the right visual aid provides clarity and clear actions to the whole business. When you make recommendations they hold weight; they're backed in data and avoid common cognitive biases.

- **A Curious Disposition** - You're fearless with experimentation and always want to play and learn more. You're not afraid to get in the weeds with the raw data (be that tables, CSVs, or JSON) and with your advanced SQL proficiency you can query, transform, and analyse large datasets with ease. If the data doesn't exist, you're on a mission to implement new sources, such as REST APIs, into Google Big Query.

- **A Growth mindset -** You're no stranger growing mobile games to massive scale. You're familiar with user acquisition funnels, from UA to ASO. Defining live-ops events, push notifications strategies, segmenting users, and choosing what hit songs must be in our games, is your jam. When things need a creative touch, you're not afraid to apply some basic image or video editing skills in a pinch.

BONUS POINTS

- Experience with Python or R for deeper analysis and automation
- Comfortable working with JSON, event-based schemas, and Google Cloud tools like BigQuery
- Familiarity with Firebase, Amplitude, or GA4 for event tracking and analysis
- Strong understanding of content-led growth, music licensing, or player-driven curation
- Passion for karaoke, rhythm games, or community-led mobile games

HOW WE WORK

- We're a small team, so we move fast and experiment often
- We believe in creative exchange and collaborative ownership
- We prioritise ideas that make our players feel something - joy, energy, expression
- We operate a hybrid working policy at Sing King and expect a balance of office and home working for this role - our office is in Farringdon, London
- We offer a competitive salary and benefits package

We're committed to building a diverse and inclusive team. We strive to create an environment where everyone feels they belong, and we welcome applications from people of all backgrounds, experiences, and identities. If this role excites you, we encourage you to apply, even if your experience doesn't align perfectly with every requirement.