



JOB DESCRIPTION:

Digital Marketing Analyst

REPORTS TO:

Director of Digital Marketing & Analytics

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Internally within the agency, this role will closely collaborate with assigned agency client account teams and build direct relationship with clients related to analytic deliverables.

Will be part of the Digital Marketing & Analytics department.

- Use ad serving and analytics platforms to implement, analyze, optimize and report on Paid Media campaigns for clients across multiple verticals
- Complete and present weekly, bi-weekly, monthly, campaign, annual and ad hoc dashboards and reports to internal and client stakeholders
- Rely on solid working knowledge of Display, Digital Video, Native, Email, Paid Search, Paid Social and Web analytics to synthesize insights and implement optimizations
- Understand client's business requirements and design digital strategies, analysis, reporting and optimization approaches tailored to their needs
- Implement automated publisher reporting and publisher and conversion tags upon campaign launches; audit tags before launch and metrics after launch to ensure accurate tracking
- Stay current with client and industry trends and benchmarks
- Take on any additional projects as assigned

KEY DELIVERABLES AND EXPECTATIONS FOR THIS POSITION

- Deliver tracking analysis and reports to support client campaigns and programs, creative and recommended solutions
- Ability to develop tracking and reporting requirements, particularly digital media and web analytics
- Team player with ability to collaborate and work well with others
- Ability to contribute to increasing the level of innovation in data, analytics and CRM at the agency

EXPERIENCE REQUIRED

- Strong analytical skills; must have experience analyzing and interpreting data, including digital media and web data
- Solid understanding of the fundamentals of digital advertising
- Expert user of Excel



QUALIFICATIONS:

- 1-2 years experience in a related role
- Agency or corporate background with digital marketing experience required
- A/B testing implementation and reporting experience preferred
- Bachelors' Degree required, preferably in business or marketing; Masters a plus
- Must be highly motivated and willing to learn

COMMUNICATION ABILITY:

Ability to read, write and comprehend sometimes-complex instructions, correspondence and memos. Ability to effectively present information in one-on-one and group situations to customers, clients and other employees of the organization. Will frequently present to members of agency and client senior management.

REASONING ABILITY:

Ability to apply common sense understanding to carry out detailed and sometimes involved written or oral instructions. Ability to add, subtract, multiply and divide numbers. Ability to perform these operations using units of American money and weight measurement, volume and distance. Ability to deal with problems involving a few concrete variables in standardized situations.

COMPUTER SKILLS:

MS Office, word processing, spreadsheets, Internet software, e-mail, database software. This position will also regularly use many computer based media research tools.

LEADERSHIP RESPONSIBILITIES:

Does supervise the work of others.

WORK ENVIRONMENT:

Fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals to perform the essential functions.