



JOB DESCRIPTION:

Jr. 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 aid leadership in presenting weekly, bi-weekly, monthly, campaign, annual and ad hoc dashboards and reports to internal and client stakeholders
- Develop Display, Digital Video, Native, Email, Paid Search, Paid Social and Web analytics skills to synthesize insights and implement optimizations
- Understand client's business requirements and help 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
- Assist with Paid Social and Paid Search campaigns, so previous experience in Facebook Business Manager and Google AdWords is strongly preferred
- Stay current with client and industry trends and benchmarks
- Take on any additional projects as assigned

KEY DELIVERABLES AND EXPECTATIONS FOR THIS POSITION

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

EXPERIENCE REQUIRED

- Google Analytics and AdWords Certification preferred
- Strong analytical skills; must have experience analyzing and interpreting data
- Ability to develop solid understanding of the fundamentals of digital advertising
- Expert user of Excel



QUALIFICATIONS:

- Experience in a related role preferred
- Agency experience preferred
- A/B testing implementation and reporting experience preferred
- Bachelors' Degree required; Masters preferred
- 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:

Microsoft Excel and PowerPoint experience required; experience with digital ad serving and digital media/web analytics platforms preferred, i.e. DoubleClick Campaign Manager, Google AdWords, Bing, Google Analytics, Facebook Business Manager, etc.

LEADERSHIP RESPONSIBILITIES:

May 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.