

**JOB DESCRIPTION:**

Paid Social & Media Analyst

REPORTS TO:

Director of Digital Media & Analytics and Senior Manager of Digital Marketing and Analytics

WHO WE ARE:

It seems like, these days, many ad agencies are ashamed to call themselves ad agencies. They'll say they're storytellers, brand ninjas, or stuff like that. Not us. We're an ad agency and proud of it. A 61-year-old one, at that. And while the mediums and channels have changed over the past six decades, one thing has not: that it's our job to make our clients shine. A task, by the way, we gladly take on in the form of creative, PR, media and analytics. For us, it's all about getting results for our clients. Each and every day. Just like we've done for the past 61 years.

JOB SUMMARY:

The Paid Social & Media Analyst will work with the Digital Marketing & Analytics team and client team members to develop analytic strategy for clients while understanding customer behavior, defining analytics strategy, managing projects, performing analysis and writing reports.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

This role will be essential in supporting digital marketing leads in day to day management of paid social campaigns and digital media analytics.

- Assist Senior Manager of DMA in the set up, coordination, and management of paid social campaigns on Facebook, Twitter, and other social platforms
- Use ad serving and analytics platforms to implement, analyze, optimize and report on Paid Media campaigns for clients across multiple verticals
- Assist Senior Manager of DMA to complete and present weekly, bi-weekly, monthly, annual and ad hoc dashboards and campaign 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
- Stay current with client and industry trends and benchmarks
- Take on any additional projects as assigned
- Deliver tracking analysis and reports to support client campaigns and programs, creative and recommended solutions



QUALIFICATIONS:

- One to three years experience in a related role
- Agency experience preferred
- A/B testing implementation and reporting experience preferred
- Bachelors' Degree required; Masters preferred
- Expert user of Excel
- 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
- Team player with ability to collaborate and work well with others
- 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:

Will not 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.