

JOB DESCRIPTION

TITLE: Engagement Analyst

REPORTS TO: Director of Engagement Planning

POSITION OBJECTIVE:

The **Engagement Analyst** is an integral part of the planning team, responsible for digital media and marketing measurement. Key responsibilities include identifying metrics that support online business objectives, managing analytic package deployment, evaluating marketing and commerce performance, understanding how visitors interact with the online channel, and reviewing Web design through quantitative and qualitative analysis.

We are seeking a detail-oriented individual to deliver digital marketing analysis and reporting; including display media, web site activity, as well as email, mobile, and search engine marketing. The successful candidate will work closely with the agency's media and search engine marketing partners, strategy group and client services team to deliver competitive analyses, client-friendly reports and analyses that clearly communicate campaign performance and result in optimization recommendations.

KEY DUTIES & RESPONSIBILITIES:

- Work with strategic engagement team, client services, and media partners to create and deliver competitive media analysis
- Work with team to identify and implement appropriate measurement efforts during project planning and development
- Develop solutions and recommendations to meet clients' business objectives by translating data into well-articulated ideas and reports
- Develop best practices approach for identifying areas for optimization and improvement. Includes: analyzing user behavior, monitoring and analyzing key performance indicators, benchmarking against competitor and comparative sites, identifying and interpreting online traffic patterns, segmenting customer behaviors and prioritizing site issues
- Proactively identify opportunities to improve digital marketing performance
- Develop scorecard and analyze client data (site analytics, search, campaign and social media)

KEY DUTIES & RESPONSIBILITIES (cont):

- Manage the collection and consolidation of marketing data from several different sources including Web Trends, Google Analytics, Omniture, Google Adwords, DART/DoubleClick, Point Roll and Exact Target, etc.
- Establish appropriate quality assurance checks to ensure quality reporting outputs
- Perform other duties as assigned

SKILLS/ABILITIES:

- Understanding of digital media & marketing tactics
- Ability to think analytically, critically and creatively
- Excellent client service
- Strong quantitative and problem-solving skills
- Excellent attention to detail
- Ability to be flexible, adapt to change, and to work well under pressure
- Ability to communicate effectively, both verbally and in writing
- Strong project coordination skills with the ability to multi-task
- This individual must be able to work well under limited supervision

KNOWLEDGE/EXPERIENCE/BACKGROUND:

- 2-3 years of agency or client experience in a data, business, media or marketing analyst capacity preferred
- Experience using Microsoft Excel
- Hands-on experience with Omniture, Web Trends, Google Analytics, Google Adwords and DART/DoubleClick and other media platforms is a plus
- Keen ability to collect data, analyze trends, identify strategic recommendations and present them in a logical manner (ability to illustrate concepts visually is a plus)
- Passion for the digital space and working knowledge of key social media and social listening tools such as Facebook, Youtube, Twitter & Cymphony, Radian6, BuzzMetrics, Scoutlabs, etc.
- Knowledge of marketing segmentation, statistical modeling and test design is a plus
- Intermediate analytical skills with proven ability to evaluate, understand and interpret data from both external and client perspectives
- Solid presentation skills with proven ability to communicate ideas and analysis results effectively both verbally and in writing to both a technical and non-technical audience
- Participation in and knowledge of emerging digital trends

DIPLOMA/DEGREE:

- Bachelor's degree in marketing, communications, business or related major preferred