

DIGITAL INSIGHTS ANALYST Job Description



Why This Job:

The digital world is overflowing with data – we need you to turn it upside down, interrogate it, and when you're done, find actionable insights that will make a mark on our clients' businesses. We need you to help CCF clients achieve optimal value and performance for their online marketing programs using data analytics and reporting tools. Curiosity, extreme objectivity and a mind like a processor – that's what we're looking for.

Responsibilities:

- Provide ongoing analysis and optimization across digital, social and media activities.
- Support and improve client reporting for midlevel and senior management – both internally and with clients.
- Assist in goal setting, tracking implementation and ensuring data integrity.
- Monitor and analyze digital media and consumer research study data.
- Present periodic digital monitoring reports for agency, clients, including key trends.
- Provide insight-driven, strategic recommendations
- Coordinate and support digital monitoring activity across departments, specifically social marketing and analytics.
- Develop and support digital insights analysis that delivers on performance results and client business objectives.
- Handle multiple projects independently and structure tasks for maximum productivity.
- Be proactive, collaborative and innovative with solutions to meet client goals.

Requirements:

- Bachelor's degree in marketing/advertising, statistics, mathematics, engineering, management information systems or related field
- Minimum of three years of marketing data analysis experience within a communications, advertising or digital agency.
- The ability to deal with both the intricacy of data analysis and the many facets of client interaction.
- An absolute passion for the advertising and marketing communications industry
- Ability to prioritize
- Working knowledge of social media platforms
- Reporting, dash boarding, modeling and analytics experience is required.
- Experience with third-party vendors including testing of new technologies and systems and process advisement.

Hard Skills:

- Working knowledge of Google Data Studio, Google Analytics, DoubleClick for Marketers, Google AdWords, Facebook Business Manager and Facebook Insights.
- Midlevel experience in data manipulation and mining.
- A working understanding of major Web analytics tools and social media measurement tools.
- Working knowledge of Google Tag Manager.
- Experience with Tableau, Domo and Supermetrics is a plus.
- Strong written communications skills - the ability to make data understandable to non-experts.

Soft Skills:

- A curious nature and extreme objectivity.
- The willingness to help others learn and shine.
- Strong attention to detail and accuracy in work.
- Ability to move between multiple projects in short periods of time.
- Work effectively with multiple personality types and all levels of marketing/communications knowledge and sophistication.
- Comfortable with chaos and ambiguity, plus the ability to create order from them.

Please send inquiries and submissions to HR@CCF-ideas.com.