

Director of Digital Analytics Account Services

Location: Philadelphia, PA

Status: Full-time

Experience: 5 - 8 years

Description

The Director of Digital Analytics Account Services is the direct point of contact for our clients and is responsible for the delivery of superior web analytics consulting services. The ideal candidate will have experience balancing multiple tasks and deadlines while managing analytics initiatives that surpass client expectations. This role requires the ability to operate on both a strategic and tactical level with a hyper focus on helping our clients improve their online marketing effectiveness, generate usable customer insights, drive more revenue and make better business decisions.

Responsibilities

- Serve as the primary point of contact and subject matter expert to clients for web and e-marketing analytics, testing and optimization.
- Take ownership for, oversee and drive to completion implementation, reporting and analysis projects across full range of client engagements.
- Support engagement delivery and quality through proactive client communication, review of deliverables and participation in meetings.
- Use analytics software to identify trends, new ideas and marketing opportunities for improving client e-marketing performance.
- Deliver presentations to clients on key insights, outcomes and recommendations.
- Responsible for weekly/monthly project status reports.
- Setup meetings and provide accurate agendas and precise, actionable meeting notes.
- Facilitates new business growth with existing clients to generate additional revenue, including writing proposals and SOWs.
- Manages on-boarding of new business.
- Assumes responsibility for client retention and satisfaction.
- Help establish MaassMedia as an industry thought-leader in the areas of e-marketing analytics, business intelligence, reporting and measurement.

Competencies

- Ability to analyze complex issues and to develop relevant and realistic plans, programs and recommendations.
- Leadership, planning, management, organizational and supervisory skills.
- Outstanding ability to think strategically and identify and resolve problems with a strong customer focus.
- Ability to write accurate simple project scopes and proposals by engaging appropriate stakeholders and asking detailed questions of clients to gain clarity around deliverables and needs (excels in project definition)

Requirements

- High levels of integrity, autonomy, and self-motivation.
- Minimum 5 years experience, preferably in online advertising, e-commerce or web analytics.
- Excellent writing and speaking skills.
- Very comfortable with data, spreadsheets and crunching numbers.
- Must be professional, passionate and have an entrepreneurial disposition.

For more information or to apply, please contact hr@maassmedia.com or call (267) 702-KPIS.