

Manager, Digital Analytics & Measurement

Location: Philadelphia, PA

Status: Full-time

Compensation: Depends on experience (plus health insurance)

Experience: 3 – 5 years

Description:

MaassMedia is looking for someone with a bright, inquisitive, analytical mind, a head for numbers, a flair for marketing and an understanding of everything Internet to manage the digital analytics and measurement function of our e-marketing analytics consulting practice. The primary focus of the Manager, Digital Analytics & Measurement will be to collect and use data to help our clients improve their online marketing effectiveness, generate new customer insights, drive more revenue and make better business decisions.

Responsibilities:

- Partner with account management team to fully understand client brands, goals, business requirements and marketing tactics
- Develop measurement strategies (what should be captured, how is it captured, and what results should be)
- Collect, extract, format and integrate data from many sources (web analytics, online media, paid search, email, CRM, e-commerce, call centers, etc.)
- Analyze web user behavior and campaign data to identify improvement opportunities for client websites and e-marketing initiatives
- Create, deliver and maintain custom dashboards and executive reports for tracking key business metrics using Excel, PowerPoint and BI tools
- Provide ad hoc analysis and reports to clients as needed
- Present and communicate analytics insights to account team and clients
- Become an expert user of web analytics software and e-marketing tools including Adobe Site Catalyst, Google Analytics, Coremetrics, Webtrends, Test & Target, Monetate, iPerceptions, Foresee Results, Microstrategy, etc.
- Proactively contribute to the continuous development and enhancement of client tracking, data collection and reporting capabilities
- Help establish MaassMedia as an industry thought-leader in the areas of e-marketing analytics, e-business intelligence, reporting and measurement

Qualifications:

- BA/BS Degree in Computer Science, Mathematics, Statistics, Business, Psychology or related field
- Strong Excel and data presentation skills
- Ability to map data and analytical functions to business needs

- Ability not just to retrieve and present data, but also to draw conclusions and make recommendations
- Passionate and motivated to work in a small agency environment with limited supervision
- Familiarity with digital advertising, Internet marketing, e-commerce and search optimization
- Analytical and organizational skills with very strong attention to detail
- Must be able to perform data-intensive activities, such as: creation of macros for reporting and analysis; extracting data from multiple sources, importing data into database(s) and running reports as required
- Must have strong verbal communication skills, including the ability to speak effectively before clients, staff or other internal and external groups
- Ability to operate under tight deadlines while maintaining multiple projects
- Flexibility, specifically the ability to re-organize priorities quickly
- Must live/work within commuting distance of the Philadelphia metro area

For more information or to apply, please contact hr@maassmedia.com or call (267) 702-5747.