



ASSOCIATE DIRECTOR OF ANALYTICS JOB DESCRIPTION

The Associate Director of Analytics role at Red House leads the agency-wide measurement and reporting function across a range of media initiatives, including paid media analysis and digital behavior measurement. Associate Directors of Analytics are responsible for the process and strategy to appropriately gather and analyze data in an effort to generate business-driving insights for clients. This role works closely with the Red House media and planning staff at the agency. Ideal candidates are time- and stress-tested, and have experience in the marketing and advertising industry. If this describes you, email your resume and a cover letter to Matt Blint at mblint@redhousecom.com.

Core Duties/Responsibilities:

Data systems and infrastructure

- Works with clients to uncover business needs and objectives, craft appropriate strategies, and identifies/implements measurement strategies to help achieve client goals
- Understands and can communicate about a wide-range of data gathering systems and infrastructure like: Google Analytics, SQL-based consumer/sales databases, CRM systems, customer lists
- Can recommend, set-up and implement data-gathering strategies across a wide-range of potential channels, data sets and objectives

Ability to translate data into insights

- Must have the ability to translate data into insights that helps agency and client better understand customer behavior and action drivers
- Ability to translate multi-channel analytics into cogent patterns and trends
- Provide marketing performance analysis for client engagements based on gathered data or third-party partner data
- Design and develop analytic approaches tailored to client needs
- Collaborate with agency staff to develop client tools and services such as modeling, dashboard development, decision aids and business case analysis to support programs, creative and recommended solutions.
- Promote process and organizational efficiency through automation
- Understand and interpret business and marketing data to support marketing recommendations
- Develop broad industry expertise and strategy

Managing Departmental responsibilities



- Manages day-to-day operations of reporting and analytics department
- Shares responsibility for managing client projects to effectively respond to client needs
- Works across multiple clients, industries and project types while establishing a network of contacts
- Develops long-term relationships with strategic clients
- Understand clients' business and generate new ideas to meet clients' business and marketing objectives
- Foster teamwork and a constructive work environment
- Provide team leadership that rewards creativity
- Stay calm and carry on

Experience:

- College degree required
- Agency experience is preferred
- 5+ years of experience in marketing analytics or business intelligence (focused in analytics).
- Deep knowledge of digital measurement and technology is required
- Demonstrated ability to apply cutting edge analytics techniques to business problems and to leverage external thinking (from academia and/or other industries)
- Expert in measurement techniques and analytics methodologies
- Must have a good understanding of statistical modeling, segmentation, value analysis, as well as reporting for web traffic, digital advertising, social media advertising, social media channel engagement and e-commerce
- Must be capable of contributing expertise and leading efforts both in advanced analytics techniques and in consumer research and analysis