

## MANAGER, DIGITAL MARKETING ANALYTICS

**Current Incumbent:** None  
**Reports to:** Director of Marketing  
**Status:** Full-Time, Exempt  
**Finalized:** August 2021

**Department:** Business Development  
**Direct Reports:** 0  
**Indirect Reports:** 0  
**Eligible for Telework/CWW:** Yes

### **SUMMARY OF POSITION:**

The Manager, Digital Marketing Analytics will work closely with the marketing, sales and content teams to develop, maintain and execute channel and campaign analysis and reporting, telling a visual story with the data that includes actionable insights to drive future strategies and tactics. This role will support internal and external advertising clients on all of NAA's digital channels and provide ongoing results and recommendations for advertisers.

The Manager, Digital Marketing Analytics will report to the Director of Marketing.

### **PRINCIPAL ACCOUNTABILITIES:**

- Contribute to marketing and business strategy with qualitative and quantitative data-driven research, analysis and reporting to external and internal clients.
- Assist in defining key metrics and goals for various marketing efforts and campaigns.
- Create and maintain weekly/monthly and ad hoc reports and dashboards as needed that allow teams to understand data and insights and optimize campaign performance accordingly.
- Implement Google Tag Manager and pixels for campaigns.
- Identify trends and opportunities across channels, campaigns, and audience segments.
- Project management skills with the ability to successfully manage multiple projects for different programs targeting different audiences.
- Work with fulfillment team to establish a clear process and schedule to obtain and run paid ads on NAA's channels using Google Ad Server.
- Gather data and create a final report for NAA's digital advertisers including recommendations for advertisers and/or internal sales team.
- Collaborate with members of content, web, sales, and marketing teams to ensure seamless processes and procedures for marketing campaigns and user experience.
- Work with Director of Marketing on overseeing SEM and SMM campaigns managed by outside marketing agencies.

### **SUPERVISORY RESPONSIBILITIES:**

This position has no supervisory responsibilities.

### **TRAVEL:**

- Little to no travel is expected for this position. Occasional out-of-town, overnight travel may be required.

### **Required Education and Experience:**

- A bachelor's degree in marketing or related field.
- 5-8 years previous marketing analytics experience. Agency experience is a plus.
- Demonstrated skills, knowledge and experience in the gathering and presenting/communicating analytical marketing data and providing actionable insights.

- Experience with Google analytics, Google Tag Manager and visualization tools like Data Studio, Tableau or Power BI.
- Project management skills with the ability to successfully manage multiple projects for different programs targeting different audiences.
- Working knowledge of Google AdWords (SEM), SEO best practices, CRM programs and online tools.
- Strong strategic, analytical and organizational skills.
- Commitment to working collaboratively with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.

**Requested Education and Experience:**

- Experience managing ad server like Google Ad Manager and providing insights/recommendations back to advertisers and internal sales team.
- Google Analytics UGA Certification.

**PHYSICAL DEMANDS:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

**WORK ENVIRONMENT:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please send resumes, cover letter and salary history to [Resumes@naahq.org](mailto:Resumes@naahq.org). No phone calls, please. EOE M/F/H/V