

Job Description: Digital Marketing Analyst

A Digital Marketing Analyst at Cannonball is dedicated to determining the ROI of all digital efforts on behalf of assigned client(s) and should have 3+ years of experience analyzing digital marketing programs. The ideal candidate would have at least one year of experience in each of the following areas:

Tracking and Tagging for Digital Media/Website Properties/Communications – Using Google Analytics (and similar platforms), Tag Management Platforms, Facebook Conversion Pixels, Marketing Automation Platforms, and Email Service Providers

KPI Establishment and ROI Analysis – Through research and historic performance, help establish benchmark KPIs that tie metrics back to results. In many cases, this includes working with registration and sales data to get down to Cost-per-lead (CPL) and cost-per-acquisition (CPA).

Trend and Data Visualization – Using Tableau or similar platform turn data into visual presentations for stakeholder alignment.

The functions of this position are integral to campaign set-up, ensuring correct placement of tags/tracking codes, ongoing analysis, post-program review, summarization and recommendations for improvement for future initiatives.

Knowledge of a variety of online marketing platforms / media and the willingness to continually learn new platforms are critical to this position. The ideal candidate should have a firm understanding of website metrics, search engine marketing, email marketing, social media/monitoring and marketing automation.

Summary of essential job functions

Responsible for performing research and providing insights regarding the market, trends, competitors, potential and existing customers, and current campaigns.

Primary Responsibilities:

- Ensure metrics tracking is in place at campaign set-up
- Analyze website/campaign/contact database metrics
- Determine campaign return on investment
- Determine online brand perceptions and reputations
- Analyze marketing metrics to identify cause and effect relationships
- Analyze competitors
- Assess client's promotional opportunities
- Meet with clients to ascertain marketing goals / report on program metrics
- Conduct secondary research, including finding information from industry associations, statisticians and marketing experts
- Generate reports that thoroughly explain program metrics and recommendations
- Be familiar with advanced statistical analysis and research methodologies, along with common computer programs

ALL Cannonball Positions Demand:

- Exceptional communication abilities, both written and verbal
- Both independent and team work
- Self-motivation and a willingness to always be learning more
- An entrepreneurial spirit
- Resourcefulness
- Being service oriented

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- Dependability
- Discipline and drive to stay on time and on budget
- Solid proofreading skills
- Comfort in a fast-paced environment, with the ability to multi-task
- Flexibility in handling a wide range of tasks and duties
- High organization with an attention to detail, while keeping in mind the big picture
- Current computer, software and technology knowledge
- A creative mind and problem solving skills
- Passion for great creative work and the patience to nurture its development
- Willingness to jump right in wherever needed in the agency.... Cannonball!

Minimum Requirements:

- Bachelor's Degree in Business, Marketing or Similar Program
- 3+ years of experience analyzing digital programs and campaigns – platforms include (but are not limited to):
 - Marketing Automation – Marketo, HubSpot, Pardot, ActOn
 - Website Analytics - Google Analytics, Adobe Analytics, AT Internet
 - Ad Servers – DoubleClick, Sizmek, Atlas
 - Social Media Metrics – Facebook, Twitter, YouTube
 - Exact Target / Bronto
- Excellent Excel and Microsoft Office Skills for reporting and presentations

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. This is not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Cannonball provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

TO APPLY: Please email your resume and salary requirements to Kris Hoelscher, HR Manager at kris.hoelscher@cannonballagency.com