



We Get Family

Job Description

Job Title: Digital Analyst
Report To: VP, Digital
Location: Atlanta

Summary

An experienced Digital Analyst, with skills in audience and content segmentation strategy and analysis, CRM strategy and analysis, conversion mapping, paid digital analysis and ad operations and inventory management.

Essential Duties and Responsibilities

Analytics Strategy

- *Audience Segmentation Strategy* – Define strategic digital audience segments and develop personas.
- *Conversion Strategy* – Develop a plan to convert each segment through the marketing funnel. Regularly assess the success of conversion strategies and tactics, and provide guidance around optimization.
- *Content Segmentation Analysis* – Work with VP, Digital and Digital Brand Managers to develop a reporting structure to evaluate content segmentation, ensuring reports are actionable.

Reporting

- *Campaign, Platform, and Social Tracking* – Develop reporting templates for evaluating the performance of campaigns, digital platforms, social channels, and conversation. Distribute these reports regularly.
- *Benchmarking* – Based on performance create benchmarks for digital platforms, social channels, campaigns, paid social, SEM, SEO, and conversation.
- *Post Mortems* – Lead post mortem efforts to help develop benchmarks and identify successes and opportunities for the future.
- *Conversation Analysis* – Report on conversation volume, sentiment, and analyze how audience segments relate to conversations. Analyze UP’s ability to be part of the social conversation, and how it could be improved.
- *Paid Social & Digital Analysis* – Monitor paid social performance, providing reporting and actionable reporting for optimization.
- *SEO Analysis* – Analyze SEO strengths, weaknesses, and opportunities, and provide reporting regularly.
- *Tool Management & Evaluation* – Regularly evaluate analytics tools in the marketplace, provide recommendations around what tools to use. Manage all analytics tools, billing, audits, and provide management (with ample time before contract renegotiation period) with recommendations to keep or replace tools.



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Ad Operations

- *Ad Operations Inventory & Campaign Reporting* – Regularly provide site inventory reporting and forecasts to various departments. Provide campaign reports midway through ad campaign and at the end of the campaign to ensure it is performing as expected.

Education/Experience

Bachelor's degree (B.A.) from a four-year college/university. Excellent written and verbal communication skills. Understanding of the full digital and social landscape and how they are successfully managed within the entertainment industry. Experience using native and enterprise level digital and social workflow and analytics solutions. Advanced understanding of digital data analysis, and how to effectively communicate optimization recommendations to execution resources. Proven track record of using digital platforms to drive brand innovation and success.

Computer/Technical Skills

To perform this job successfully, an individual must be proficient in DoubleClick, PowerPoint and Excel. Understanding of modern digital design techniques. A working knowledge of Information architecture/UI design. Experience with WordPress or another CMS. JIRA or similar Kanban-based ticketing system.

Supervisory Responsibilities

This job has no supervisory responsibilities.

APPLICATION PROCESS

To apply, submit your resume to Human Resources at recruiting@uptv.com

For information on our company, visit www.uptv.com