

Director of Analytics and Insights

Media Innovation Group

The Media Innovation Group (MIG), a WPP company, develops technology products that help agencies and advertisers improve the process of planning, buying, trafficking and optimizing digital media advertising campaigns to generate long term business value. The MIG's proprietary flagship offering, Zeus Advertising Platform (ZAP), is the industry's most robust multi-channel digital advertising technology platform solution. Founded upon a unified data management platform, ZAP powers the MIG to help clients better connect, analyze and action all digital consumer touch points and optimize digital media campaigns across display, search, video and mobile. The MIG's digital advertising optimization service is the leading agency offering for acquiring and optimizing digital advertising. The MIG has offices in New York and London, and operates globally. Please visit www.themig.com for more information.

Join Us:

The MIG is looking for a Director of Analytics and Insights, an exceptionally talented data guru with strong communication skills to build our emerging analytics practice. He or she will have the vision, structured thinking and business savvy to see how online data can lead to understanding audiences and how that understanding can help advertisers develop high-impact, efficient branding and direct-response campaigns. Excellent communications skills and client management experience are absolutely required.

He/she will work actively with internal engineers, product and account managers as well as sales teams to devise and execute analytics solutions for our clients - many leading digital media agencies representing global blue chip advertisers. Our Director of Analytics and Insights will also interact with other key players in the online advertising ecosystems, such as ad networks, exchanges, premium publishers and third-party data and technology partners. He/she will be instrumental in recruiting, managing and developing a strong team of analysts based on the demands of our rapidly growing business.

The ideal candidate will have a wide range of experience analyzing and deriving marketing insights from data. He/she will be good at translating complex technical concepts into actionable tactical and strategic insights and communicating them persuasively to our internal teams and managers as well as clients and partners. Additionally, candidates should have the ability to develop new methodologies building on existing intellectual capital and integrating them with partner offerings and existing systems on the client side. Creative problem-solving skills, flexibility and persistence in working with others (including non-techies on the client side) are key in this role.

Director of Analytics and Insights

Essential Functions:

- Manage and grow client analytics business. Expand the business by identifying new opportunities for measurement, research and analytics within existing client accounts and establishing relationships with prospective clients
- Lead insight generation based on measurement reporting and analysis
- Develop analytics proposals and strategies to present to clients
- Design, code, test and debug custom queries, reports and business logic using various reporting technologies
- Identify and partner with external vendors and partners
- Hire and mentor a small team

Interacts With:

- Engineering teams
- Product Managers
- Product Strategy and Business Development teams
- IT Management
- Junior Analysts
- Clients and Partners
- Senior Management

Knowledge, Skills and Abilities:

- Media mix modeling experience
- Thorough understanding of online marketing and web metrics
- Deep knowledge of various measurement and campaign management technologies such as:
 - Website traffic analytics software (tagging and log file based) such as Omniture, Google Analytics, WebTrends, CoreMetrics
 - Ad serving platforms such as DoubleClick/DART, Atlas, Eyeblaster etc.
 - In-depth knowledge of integrated marketing and CRM disciplines (including primary research, online advertising, customer segmentation, targeting, direct marketing, customer care)
- Possession of excellent written, oral communication, project management and presentation skills. Ability to present complex data reports, financial analyses, and statistics in a simple and clear way
- Proven ability to interact with senior management and clients, understand corporate strategy, and present actionable findings
- 8+ years experience in statistical analysis, segmentation, predictive modeling, consulting and project management
 - Extensive hands-on experience in SAS, SPSS or comparable statistical modeling tool
- Knowledge of Oracle and SQL a plus

Director of Analytics and Insights

- Knowledge of database design, applications, and data flows a plus
- Experience in defining/designing/building/managing a data warehouse is a plus
- Graduate degree in Statistics, Economics, Operations Research or related field

Location: New York

We offer:

- Highly competitive compensation commensurate with experience
- Generous Paid Time Of
- Medical and dental insurance
- 401(k)
- Flexible Spending Plan
- Friendly Fun, Diverse, Hard Working Environment

Please send all resumes in Word format to molly.mackey@themig.com