Director/ Manager of Marketing Analytics

iQuanti is an independent performance marketing firm created to better utilize data in the relentless pursuit of value for clients by driving business outcomes in digital performance marketing channels. Beyond campaign strategy, management and optimization we engage with clients to understand their business and use data insights to drive strong business outcomes.

Through a data-science led approach to client problem-solving, we've created a differentiated suite of product-driven service offerings that we deploy to clients including a search-predictive efficacy platform called ALPS. We're 200+ people strong worldwide with hubs in Jersey City, NJ as well as Bangalore, Dallas, Chicago, Mexico City and London.

We are currently searching for a Manager of Digital Analytics to work from its Newport, Jersey City location. This role is envisioned to execute and deliver actionable business intelligence and insights on client projects for their digital marketing programs inclusive of web user behavior and website and campaign performance

The successful candidate will be expected to work on the following areas:

Strategic

1. **Marketing Insights:** Provide actionable insights to clients to guide the evolution and progress of their digital marketing programs. Maintain an awareness of competitive information and key industry trends to provide context for branded website performance
2. **Client Goal Delivery**: Play a lead role in furthering the progress of client programs in achieving their marketing goals. Partner internally and externally to ensure best practices in metrics and decision making are being maintained
3. **Technical Expertise**: Demonstrate expertise in data mining, analysis, and insight generation to enable data-driven decision making
4. **New Solution Development**: Play an active role in developing frameworks for client solutions that can be replicated across projects and help the business go to the market with more offerings in the digital analytics space (eg. recommender engines, personalization of user experience based on visitors' browsing behavior, attribution modelling, predictive models for impact of marketing activities, etc.)

Operational

- **Analysis and Insights**: Proactively lead and drive comprehensive audits and analysis on web data and guide the team to deliver insightful deliverables (dashboards, reports, deep analysis, etc.) that can bring a positive impact to the client business.
- **Delivery Management:** Create, manage and deliver project plans to achieve results for clients from their digital marketing programs. Needs to drive the achievement of the milestones and results on the project plan with the team of analysts and senior analysts working closely with the Engagement Manager

- **Quality Assurance:** Ensure error-free delivery by the team from a data and logic perspective

People

- Guide, lead and mentor the group of analysts on the project to deliver the project goals as their reporting manager
- Contribute to overall capability development of the function by taking formal and informal training sessions

Desired qualifications

- Bachelor's degree in quantitative disciplines such as Engineering, Mathematics, Analytics, Statistics, Economics, etc. is a must
- Master's degree in Business, Marketing, Advertising, Statistics or Economics from a Tier 1 institution will be a plus

Desired Experience

- At least 5-6 years of experience in analytics, customer insights or digital marketing roles
- Prior experience of working in external client project delivery roles will be preferred
- Experience in leading and managing teams is preferred

Knowledge and Skills:

Technical Knowledge

- Strong knowledge of digital marketing and web and mobile engines
- Expertise in marketing insights generation frameworks and techniques to drive action
- Strong foundational knowledge of web analytics platform suites such as those of Adobe, Google, etc.
- Knowledge of SEO paid marketing channels and user experience optimization will be a plus
- Advanced experience with MS-Excel is a must
- Proficiency in SQL and visualization tools like Tableau would be preferred
- Expertise in the application of analytics (applied statistics / quantitative methods) for solving business problems
- Competency in standard data mining and customer segmentation techniques is an advantage
- Must have the ability to understand data, do research and fix issues. Be hands-on with working on large datasets
- Advanced understanding and experience with web tracking data and tag management tools/related technologies (Java, HTML)

Behavioral Skills

- Ability to think strategically to impact business outcomes and create strategic roadmaps
- Strong leadership, mentorship and entrepreneurial and execution skills
- Strong project management and communication skills
- Strong analytical skills, language skills and a good knowledge of Excel and Powerpoint
- Creative flair and enthusiasm for new ideas and concepts
- Good relationship management skills and a good team player
- Passion for digital marketing and flair for data-driven decision making