



Director of Analytics Job Description

Responsibilities

- Manage multiple resources and projects concurrently to ensure successful completion of analytic projects.
- Create compelling PowerPoint presentations, which tell the analytic story, demonstrating their value by providing actionable insights with recommendations.
- Serve as primary client contact on all phases of the analytic project from problem definition through presentation, appropriately managing client expectations throughout the project.
- Accountable for the overall management of analytic projects, including profitability, timeliness, quality and client value.
- Explore and capitalize on opportunities to cross-sell and up-sell existing clients..
- Able to design client-specific strategic service offerings and approaches that will quantitatively demonstrate value through the development and implementation of fresh and innovative marketing approaches that deliver business results
- Evangelize the value of analytics services internally and directly with clients
- Delivers executive-level business case presentations that successfully generate new business from the analysis performed
- Defines analytics ramp-up strategy and plan for new clients, integrating with strategy, account, and technology organizations
- Provides accurate work estimates and oversees delivery against budget
- Ensures organization design and team are in place to deliver against plans
- Ensures strong operational processes are in place to deliver across all areas of responsibility
- Integrates work with other teams including Operations, Account Teams, and Technology
- Actively mentors team members focused on modeling, reporting, and campaign management based on personal experiences and skills in these areas of focus
- Creates an environment where data and analytics professionals can develop their skills and grow their careers through taking on increased responsibility and adding value to the organization

Required Skills and Competencies

- Minimum 10 years experience in delivering analytic results working within database marketing, CRM and analytics ideally in the marketing or marketing research field; minimum 2-3 years experience working in a management or leadership capacity
- Minimum BA / BS; Master's degree a strong plus in a relevant field including Mathematics, Statistics, Computer Science or equivalent experience
- Strong executive-level client facing skills and the ability to communicate complex analytical concepts with confidence to a non-technical executive audience
- Experience with strategic planning using quantitative techniques
- Experience ramping up analytics programs with new clients, including integrating with work of other teams to ensure analytics approach is aligned with account strategy and available data
- Expertise selecting context-appropriate modeling, analysis, and reporting techniques, with hands-on skills with common marketing analytics techniques including: factor analysis, regression/logistic regression, CHAID/decision trees, K-means (clustering), univariate analysis (t-test), cross-tabs, time series analysis and others
- Expertise with campaign management and supporting technologies
- Ability and willingness to take a hands-on execution role where required to support client needs and team development
- Highly organized with an ability to work under tight deadlines and shifting priorities
- Strong client facing skills and the ability to communicate analytical and technical concepts with confidence and in an easy-to-understand fashion
- Excellent oral and written communication skills
- Management and team mentoring
- Deep knowledge and experience applying SPSS or other analytical tools
- Highly professional and presentable with a strong business acumen