

Position Description

Job Description: Senior Analyst
Reporting to: Director, Web Analytics

Overview

OgilvyOne is the largest, most experienced direct and interactive marketing network in the world. We work the world's best brands to drive growth, optimizing the value of prospective and current customer relationships with targeted marketing communications, online and offline.

Our clients range from experienced targeted marketers who seek to take their game to the next level through data-driven, and often trigger-based communications ... to beginners who view the web and direct response communications as extensions of their brand campaigns.

Responsibilities

The Senior Analyst plays a vital role by working with clients and internal staff to analyze all digital marketing communications leverage marketing information to help develop and support more specific targeting and treatment strategies within a test and learn approach. As part of the Marketing Analytics team, the Senior Analyst leverages client internal web data, often integrated with off line data to provide insights and information to make digital marketing programs optimally effective.

one to one:

consulting

Responsibilities include:

communications

- Harnessing large volumes of website data files for development of reports and data analysis with interpretation of results in business context, including detailed findings and implications presented to key stakeholders at all levels.
- Close collaboration with client team and internal teams (marketing analytics, account management, interactive strategy) to socialize findings to improve campaign performance and user experience.
- Works with account team to develop digital measurement solutions comprising defining measurement strategy, vision, and requirements needs to support business objectives and improve decision making processes.
- Gathers business requirements and identifies measures, approaches and methodologies for measuring success against objectives. Designs and generates frameworks that provide insight to the success of digital marketing programs.
- Applying various quantitative methods to analyze and interpret information from multiple data sources as needed.
- Establishes measurement infrastructure for data capture and reporting. As necessary, determines and documents processes and systems to ensure end to end tracking of customer journeys. Gathers and defines test and learn objectives and agendas as required.
- Maintains a functional expertise in database marketing, integrated channel marketing, analytical tools, techniques, and other similar requirements.

connections

Required Skills

- 1-3 years experience in interactive marketing, business consulting using website data and information to help drive specific targeting and marketing recommendations
- Experience in online measurement, web analytics, online market research, analysis, consulting and business analysis.
- Understanding of leading web analytics software tools/methodologies. Familiarity any of these tools a plus – Visual Sciences, HBX Analytics, Coremetrics, Omniture SiteCatalyst
- General understanding of database marketing
- Bachelor's degree in quantitative, marketing or business area
- Superior written, verbal and presentation skills

To apply for this job, please send your resume with cover letter and salary requirements to ogilvy.jobs@ogilvy.com.

Build your career with the industry leader in an unsurpassed corporate culture. "Only first class business, and that in a first class way..." David Ogilvy