

February 18, 2015

JOB TITLE: Digital Marketing & CRM Analyst
DEPARTMENT: Marketing

LOCATION: NYC

BASIC FUNCTION:

The Digital Marketing & CRM Analyst is responsible for the measurement and analysis of marketing campaign and digital product performance across web, mobile and social platforms. This strategic thinker will play a key role on the Digital Strategy team and will help the Marketing department report on and identify opportunities for success.

WORK PERFORMED:

- Track performance against KPIs across “I Love NY”, “Start-Up NY” and other business development web, mobile and social platforms, working with multiple vendors to develop cohesive reporting and keep duplication of effort low
- Analyze data and provide actionable recommendations to for performance improvement and digital product feature development
- Analyze “Start-Up NY” CRM activity and make recommendations for lead generation optimization
- Manage and deploy user tests and online surveys, supervise testing vendor
- Work with digital site leads and IT to develop and implement tagging and conduct A/B tests
- Work with digital marketing and PR teams to measure and optimize email marketing performance
- Conduct competitive intelligence monitoring of competitive states’ digital efforts
- Serve as the agency’s go-to person for digital analytics and build expertise in tools, techniques, etc.
- Support social media manager on social listening needs/projects
- Provide ad hoc analysis and reports to senior executives as needed
- Provide project support to digital strategy director

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor’s degree in Digital, Marketing, Business, Finance, Statistics or related field required

Relevant experience required:

- 2+ years of experience in digital analytics, quantitative analysis, management consulting, or investment banking preferred
- Experience working with CRM and lead generation systems preferred
- Experience working with vendors and marketing agencies in a client capacity highly desired
- Must be a power user of all things digital and show a demonstrated interest in how people use digital products
- Must possess strong knowledge of Google Analytics, Excel, PowerPoint, and the Insights features of major social media platforms (Facebook, Twitter, etc.) Knowledge of statistical analysis software like Tableau, preferred but not required
- Must have exceptional organizational and time management skills
- Must possess strong English-language oral and written communication skills
- Must be comfortable interfacing with senior executives and explaining metrics to a non-technical audience

Knowledge required: Excellent interpersonal skills and Excellent communication skills (written and verbal). Proficiency in Microsoft Word, Excel, and PowerPoint.

APPROXIMATE HIRING SALARY: \$45,000 - \$55,000

INQUIRE

Maria Gately-HR Manager

DEADLINE: At least 2 weeks or until the position is filled.

Internal Candidates: COMPLETE A POSTING APPLICATION AND ATTACH A COPY OF RESUME

External Candidates: SEND RESUME TO: Resumes@esd.ny.gov

AN EQUAL OPPORTUNITY EMPLOYER