

ASHEVILLE AREA CHAMBER OF COMMERCE

JOB TITLE: Digital Analyst

REPORTS TO: Asst. VP/Deputy Director-Director of Marketing

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION:

This position will monitor, analyze and report on the Asheville CVB's robust digital marketing initiatives (on behalf of the Buncombe County Tourism Development Authority) which are designed to complement traditional communication efforts and integrate into the overall tourism marketing effort. This data intensive position will extract information and provide key insights that inform marketing and sales efforts. It will be critical for this position to understand, evaluate and utilize data/insights from various sources (in particular, online analytical tools) and provide easy-to-read reports to internal staff as well the TDA board and industry partners.

Job Functions:

- Work with Google Analytics, Tube Mogul insight programs from social media platforms and other available analytical tools and research to analyze and present campaigns results and track digital insights and Asheville's presence in the online realm.
- Performs additional data mining of the extensive e-newsletter database.
- Plan, create and execute multivariate or a/b/c tests that drive fundamental improvements to newsletter and site experience.
- Creates holistic dashboards by pulling data from different data sources and websites for presentation to the team, board and management.
- Coordinate and implement tagging and tracking parameters.
- Prepares specific reports on campaigns and marketing initiatives as needed.
- Assists with implementation efforts of online tactics as needed (i.e. hands-on duties with Web site, social media efforts, etc.)
- Assist in paid search campaign efforts.
- Works with marketing/PR team and agencies to help define metric goals and measurements of success.
- Monitors Web traffic and alerts team to aberrations, problems or action items.
- Prepares monthly digital index.
- Other duties as assigned.

EDUCATION AND EXPERIENCE:

A Bachelor's degree in Business, Statistics, Marketing, Journalism, Interactive Media, or equivalent with at least 1 year experience in digital data analysis. In depth experience with Google Analytics required (preferably certified). With required expertise in analytics tools, it would likely take 6 months to fully understand and become proficient with the analytic needs of the job.

JOB KNOWLEDGE:

Candidate must possess:

- An understanding of integrated marketing and what drives compelling experiences on the Web
- Expertise in measuring online campaigns and demonstrated proficiency in site analytic tools and measurement programs, particularly Google Analytics, but also programs such as Radian6, Tube Mogul, Click Tracks, etc. Certification in Google Analytics and AdWords is preferred.
- Must have an understanding of how to develop an email marketing strategy, including lead-nurturing, segmentation, A/B testing and content & creative optimization
- Excellent organizational, project management, analytical, and technical skills
- Proficiency in Excel (and Pivot Tables) and some experience in Access is required.
- Experience in HTML, java script , Adobe Photoshop and SEO is helpful

COMPLEXITY OF DUTIES:

Performs some routine tasks, however, work is also very project driven. Must be able to organize and prioritize a challenging workload, flexibility and speed of execution to capitalize on opportunities quickly. Computer skills and utilization of technology is required. Ability to use spreadsheets, analyze data and provide understandable reports is also a necessity.

SUPERVISION RECEIVED:

Works in the Marketing/PR area of the CVB and works in a team environment. . Must have a collaborative style working with teams in order to achieve shared objectives.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the marketing department. Attention to detail is imperative. Analysis and reports will be used to help direct the bureau's multi-million dollar marketing efforts, therefore, accuracy and reliability are imperative.

CONTACT WITH OTHERS:

Ongoing contact within the online world requires professionalism and tact. Additional contacts include CVB and Chamber staff, BCTDA and its agencies of record. It is imperative that this position crosses easily between CVB departments to achieve an integrated online presence that is both expansive and, in some areas, highly targeted.

CONFIDENTIAL DATA:

Has access to marketing and sales information, database files, financial statements, Web statistics and other BCTDA and Chamber-related information, much of which is considered confidential.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration generally is moderate to intense based on the work being performed. While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Requires visual acuity and manual dexterity.

ENVIRONMENT:

Works in a normal office environment.