



## **Digital Analytics and Data Insights Specialist – Willoughby, Ohio**

Meister Media Worldwide is the trusted partner empowering the business of global agriculture to grow a better world. MMW provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture and plant protection.

We are looking for a Digital Analytics and Data Insights Specialist to join our Audience Engagement team in our Willoughby Ohio headquarters.

This position will be responsible for the ongoing implementation, management and use of the company's unified audience database (UAD), and deliver the necessary analytics and insights to holistically expand audience engagement efforts. The Digital Analytics and Data Insights Specialist will work collaboratively with other members of the MMW audience and marketing teams, as well as other business units and management teams to effectively communicate the types of markets we serve in order to deliver business solutions and enhance revenues for both our customers and MMW. They will also will ensure that we design for and efficiently capture audience intelligence from all media channels and touchpoints (publications, website, emails, social media, events, webinars, surveys, etc.).

The Digital Analytics and Data Insights Specialist will be responsible for conducting frequent analytical evaluations on various audience segments to gather actionable insights, providing concise and thoughtful reports and visuals, both internal- and client-facing, to facilitate data-driven decision making.

This is not a data entry position. This position will be the in-house consultant on all audience matters, requiring a deep knowledge of our markets, audience, and business, and will play a large role in evaluating the performance of our digital products.

### **Responsibilities:**

- Develop a full working knowledge of the markets we serve and our audience database, including all demographics collected, behavioral and contextual audience data, media usage and the interrelations of these data points.
- Work with various teams throughout the company to capitalize on all touchpoints with our audience; facilitate audience data extraction from these touchpoints. Help identify and collect demographics needed. Identify data gaps and develop ways to fill them.
- Take a leading role in establishing, reporting, and analyzing key metrics and KPIs for audience engagement, acquisition, conversion pathing and new product development.
  - Develop definitions of markets served.
  - Identify market gaps to inform new product development.
  - Create audience profiles, Voice of Customer identities.
  - Review audience marketing performance data, recommend areas for optimization.
  - Develop an understanding of and characterize our anonymous digital audience (i.e., web traffic) and gather actionable audience data.
  - Actively monitor, manage, and derive insights from social media channels. Perform social media audits, evaluate and share insights.
- Take a leading role in establishing, reporting, and analyzing key metrics and KPIs for our digital clients.

- Conduct research/analyses (of varying complexity/detail) using segmented or unified audience databases or other specialized tools to provide insight into audience behavior and preferences, understand media usage, size marketing opportunity, target new audiences, and measure the impact of initiatives.
- Present expert audience segmentation and profiling intelligence to enable the creation of relevant marketing audiences, as well as drive new product development across all business units, including publications, Meister Direct (email and print), Meister Interactive, and events.
  - Provide consultative market intelligence to business teams, offering options to illustrate how we can more effectively deliver marketing solutions to our clients.
  - Provide market knowledge, advice on audience selection and recommendations that deliver desired 1:1 outcomes for clients' marketing projects.
- Establish and manage adherence to data collection standards – requires collaboration with all stakeholders.
- Oversee data integrity, accuracy, and security across all channels.
  - Responsible for the data standardization and compatibility for all imported and exported files in the UAD.
  - Maintain an accurate level of seeding for all lists to ensure all mailings and email rentals (Meister eDirect) are delivered according to our agreements.
  - Identify ways to improve data collection methods and analysis.
- Demonstrate high level of expertise with the Unified Audience Database (UAD power user)
- Participate in special projects and perform other duties as qualified.

#### **Qualifications:**

- Must be a collaborative team member, willing to take on various roles as needed.
- Undergraduate degree in analytically oriented major. Experience in marketing a plus.
- Logical problem solving skills - must be naturally curious and investigative, a creative problem solver, and not afraid to think outside the box.
- Able to assemble disparate data and easily understand it, process it, extract value from it, visualize and communicate it. Experience mining large datasets a plus. Must be able to derive actionable insights from data and communicate results in clear and concise ways.
- Able to communicate complex concepts and analyses to a variety of audiences.
- Able to develop a big picture understanding of business needs, priorities, and direction, and an understanding of how personal tasks fall into it.
- Actively seeks better, more effective ways of accomplishing tasks and goals.
- High level of expertise using Microsoft Excel, Google analytics, reporting tools.
- Quick learner, especially with digital technologies. Experience with Double Click, Knowledge Marketing (KM) a plus.

Meister Media Worldwide offers a competitive compensation and benefits package including base salary, bonus opportunity and 401(k) and Profit Sharing Plans.

Please submit resume and salary requirements via email to [careers@meistermedia.com](mailto:careers@meistermedia.com) or by mail to:

**Meister Media Worldwide**  
**Attention HR – DADIS**  
**37733 Euclid Avenue**  
**Willoughby, Ohio 44094**  
**[www.MeisterMedia.com](http://www.MeisterMedia.com)**