

MIT Job Description

Job Title: Associate Director, Analytics	Position Title: Associate Director, Analytics
Reports to: Senior Associate Director, Special Projects	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Office of Communications	Prepared by: Kate O'Sullivan, Executive Director, Office of Communications
Date: 8.22.18	

Position Overview:

The Associate Director, Analytics provides critical insights to the Office of Communications brand and editorial teams as well as all academic programs and offices across MIT Sloan through analysis of the MIT Sloan website. The person in this role will consult with partners and Office of Communications colleagues on marketing and editorial strategy, design experiments to test different approaches to marketing, messaging, and content creation, create customized dashboards, and inform marketing investment plans through reporting on the ROI of digital marketing efforts related to the site. This person will play a lead role in educating colleagues around MIT Sloan about the latest best practices and trends in analytics and how to apply them to our communications strategy.

Principal Duties and Responsibilities (Essential Functions):**

Participate in development of strategy to engage global business leaders in MIT Sloan's ideas and research

- Working with the editorial and branding teams, develop audience segments and strategies for audience targeting
- Implement analytics tracking for editorial and branded content
- Develop regular news content analytics reports
- Design experiments to measure engagement of target audience
- Advise on best practice in audience development and tracking

Advise partners on key metrics and user behavior

- Develop deep understanding of marketing goals of partners around the school

- Assist partners in identification of critical metrics and needed insights to monitor progress towards marketing goals
- Identify strategies to increase website engagement among prospective students, alumni, and other key audiences

Develop, maintain, and circulate analytics reports and dashboards on web traffic, audience engagement, and trends to provide insight to colleagues, partners, and senior leadership

- Develop effective, well organized custom reports and dashboards to inform decision making
- Develop and track strategic metrics on a daily/weekly/monthly basis as appropriate and analyze trends over time
- Analyzes data on a regular basis to check for data integrity, troubleshoot if needed, and propose solutions to resolve data issues.
- Performs analysis on findings and effectively shares insights on a regular basis with colleagues and partners

Lead education of colleagues in best practices and trends in website analysis and data reporting

- Convene and lead regular cross-functional meetings to share analytics findings from around the school
- Meet with colleagues at all levels to share analytics trends and best practices
- Advise partners on ways to track the results of their marketing efforts and prioritize marketing activities based on data

Maintain current knowledge of web analytics tools and trends

- Identify and evaluate new analytics tools as appropriate
- Inform colleagues about developments in the analytics space
- Serve as subject matter expert for the Office of Communications on analytics topics

Other duties as needed or required.

Supervision Received:

This position is supervised by the Senior Associate Director, Special Projects

Supervision Exercised:

None currently

Qualifications and Skills:

Education: Bachelor's degree

Experience: Minimum 5 years' relevant analytics experience

Skills:

Required

- Advanced knowledge of Google Analytics and Google Tag Manager
- High comfort with qualitative and quantitative market research tools
- Familiarity with and understanding of social media analytics and measurement tools
- Ability to design clear, insightful, and actionable custom reports based on website analytics for schoolwide and partner-specific needs
- Outstanding written and verbal communication skills
- Strong customer-service orientation
- Excellent organizational skills and attention to detail
- High degree of self-direction and motivation
- Ability to work independently
- Deep interest in web analytics and trends
- Familiarity with Drupal or a similar content management system
- Proficiency in Microsoft Office suite
- Commitment to a high-energy, collegial, and collaborative team environment

Preferred

- Experience in a news or content marketing organization

Qualification

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.