Analytics & Insights Manager

San Francisco, CA

Ledger Bennett is looking for an experienced Analytics & Insights Manager to join our team in the San Fransisco area.

Analytics & Insights Manager Responsibilities

You will be fully embedded within our client's team and be responsible for:

- Completing ad-hoc analysis of marketing data
- Leading and execute marketing analytics and insights projects and initiatives
- Supporting the holistic initiatives that aim to drive quality of leads and improve conversion rate, all with the objective of validating results of marketing programs and strategies
- Managing day-to-day stakeholders across different Client groups
- Conducting data analysis, pull out insights, and share key learnings, trends, ideas with Client stakeholders

Overall, you will be responsible for ensuring your clients experience the very best service and output from Ledger Bennett through your contact with them and their campaigns.

Our Ideal Analytics & Insights Manager

We are looking for an Analytics & Insights Manager with 5+ years' experience with delivering and developing B2B marketing analytics and insights initiatives to join our dynamic team at Ledger Bennett, based in San Francisco.

The role works within the Ledger Bennett team, but is mostly based on site with one of our key Clients in San Francisco. There is a reporting line to the Ledger Bennett team as well as the Client team.

We are seeking a new team member with experience in the following areas:

Marketing & Business Strategy

- Solid experience in a B2B marketing environment
- Confident with the entire B2B marketing "tech stack": acquisition (search and social), web (Google Analytics), marketing automation (Eloqua), Salesforce/CRM platforms, and Responsys
- Knowledge of inbound/outbound acquisition strategies such as PPC, SEM, and email nurture campaigns
- Interest in new marketing technologies and wider digital industry
- Knowledge of demand center/lead generation strategies

Analytics, Insights & Data

- Experience building dashboards, and with data visualisation using tools such as Tableau, Google Data Studio, and Data Warehouse
- Experience with Salesforce, specifically full funnel / demand waterfall analysis, define marketing influence and marketing generated revenue
- End to end / "closed loop" reporting methods and techniques; top, middle, and bottom of funnel performance analysis
- Expert in Excel including dashboard build, standardised data, pivot tables, data transformation
- Attribution models and strategy incl. single and multi-touch attribution
- Experience with UTM/custom tracking, building tracking infrastructure and schemas; Audit and test in-page and user flow tracking
- A/B testing analysis

Stakeholder & Project Management

- Strong attention to detail
- Relationship building with key stakeholders
- Managing multiple stakeholders to balance workload based on business objectives
- Resourcefulness and proactiveness
- Efficient and effective in service
- Ability to manage time and prioritization of requests/task
- Ability to balance ad hoc and short-term business needs, versus infrastructure and automated responsibilities

Rewards & Benefits

As our Analytics & Insights Manager, you will be entitled to a highly competitive salary plus a range of benefits including:

- Medical/Dental/Vision Coverage including 24/7 Teledoc perk
- Life Insurance with 100% Paid Employee Premiums
- Generous Holiday allowance (20 days + holidays + your birthday off!)
- 401 (k) with Empler Contribution
- International Travel Benefits (We host an annual holiday party in London!)
- Free and confidential access to our award winning Employee Assistance Program (EAP)
- An innovative approach to employee development through our People Framework
- Corporate Social Responsibility (CSR) activities
- A fully flexible WorkStyle
- Wellness perks

Why work for Ledger Bennett?

At Ledger Bennett, you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data-driven solutions to complex marketing, sales, and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast-paced and innovative agency and will have a chance to be a key part of this growth.

If you have the skills and experience to excel as our Analytics & Insights Manager, click APPLY with your resume.