

Analyst, Data and Insights

Toronto-Hotspex Media

Hotspex Media works with world-class advertisers to manage media campaigns, using an award-winning targeting methodology called Cognitive Media Targeting. Our approach is reshaping the way that digital media campaigns are executed, using a combination of brand research and emotional relevance to more efficiently place advertising. Hotspex Media is looking to add a Data Analyst to its an easy-going and growing team.

Hotspex Media is a division of Hotspex Inc., who works with 15 of the top 20 advertisers in 41 countries. Recent awards include a Gold Medal at the 2018 Canadian Marketing Awards for the YouTube Storytelling award, and Best In Class at the MRIA awards.

The Role

The Analyst, Data and Insights will be responsible for working with our technology platforms and external vendors to manage cross-channel programmatic advertising data, with a focus on data-driven insights & analytics. The Analyst solves strategic marketing challenges through the exposure and application of advanced data sets to ensure clients' programmatic and digital investments are readily interpreted and as efficient as possible.

This role's primary focus is to support the Director of Strategy, working collaboratively to isolate and generate insights that elevate our client reporting and solve our clients' most pressing marketing challenges.

The Analyst is an energetic individual who possesses a combination of strong analytic and problem-solving skills. The role requires the ability to proactively identify opportunities to leverage data and technology to solve business problems. The Analyst is able to take complex and/or technical analytical work products and present them to audiences with varying levels of analytical and technical expertise.

Some of your significant contributions will include:

- Data Visualization Design
 - Take complex data sets and simplify them into automated reports for audiences of varying levels of technical expertise;
 - Understand the standard workflows and metrics involved in digital marketing programs, including how to traffic a media and data campaign, calculate costs (CPM, CPC, CPA), and measure performance (ROI, ROAS, CTR, CPA, AOV, RPV, Conversion Rate, etc.);
 - Assist users with report and dashboard customization as necessary;
 - Own idea generation, design, and proposal of new and enhanced data insights.
- Thought Leadership:

- Keep abreast of industry trends;
- Uncover and understand the needs and challenges of our Fortune 500 clients;
- Provide technical expertise and guidance to agency and account teams to assist in developing sales pitches and closing sales.
- Custom Analytics
 - Work collaboratively to uncover client needs, priorities, and collaboratively develop data-driven insights and solutions;
 - Participate in requirements sessions with business stakeholders to understand their needs;
 - Perform gap analyses on clients' current architectures, identifying challenges and opportunities;
 - Provide ad-hoc analytics support to agencies and clients, as requested, to solve broad strategic marketing problems;
 - Monitor programmatic delivery trends and identify issues/opportunities for improvement.

About you:

- BS required – mathematics, statistics, engineering, finance, or another quantitative field of study preferred;
- Relevant experience in digital marketing, programmatic, or analytics preferred; internships count!
- Prior experience buying or analyzing programmatic media a plus;
- Excellent verbal and written communication skills;
- 1+ years of experience in data visualization is ideal;
- Tableau or Google Data Studio experience a plus;
- SQL expertise is required (writing as opposed to repurposing);
- R, Javascript, or Python experience is a plus;
- Interest in cognitive behavior a plus.

Are you a Data Analyst who has a passion for numbers and wants to help us bring research and insights to life? Connect with us now to be a part of our energetic, dynamic and entrepreneurial team! Email your cover letter and resume to jonah.cait@hotspex.com and start writing your own compelling career story.

Hotspex thrives on diversity. We thank all applicants however only those short-listed for an interview will be contacted and let us know if you require any accommodation during the recruitment process.

<https://www.facebook.com/hotspex.research/>