

Haworth

With offices in Minneapolis and LA, Haworth offers a range of career opportunities within four distinct services: Media Strategy; Channel Strategy; Activation; and Agency Operations.

The Media Strategy team leads efforts within consumer marketing and communications planning—inclusive of consumer insights and research, multicultural, sports/cause/entertainment marketing solutions—all in collaboration with creative teams and other client partners to inspire the Channel Strategy and Activation teams.

Channel Strategy activities include multimedia communications planning across all potential channels in video, digital, print and out-of-home—as well as sponsorships, brand & product integrations, influencer marketing, events, and street/guerilla engagements.

Activation comprises of Media Investments, Ad Operations, Trafficking and Performance including buying across all media channels—from mass media to one-2-one data-driven engagements—alongside ad-traffickers who ensure the media runs flawlessly across all channels and the Performance team who measures, analyzes and optimizes media activity within the marketplace.

The Agency Operations team manages the backroom with skilled specialists in technology, reporting and finance.

ANALYST, DIGITAL INVESTMENT

Haworth is developing a consolidated team of analysts who will create timely, accurate and actionable reporting that will inform the Digital Investment team on optimization, campaign stewardship, and media partner management. Additionally, this team will be responsible for all aspects of campaign activation including contracting buys, managing the tag creation process, and working lockstep with the ad operations team to ensure timely campaign launches for our clients.

RESPONSIBILITIES

- Populate templates with appropriate data to support on-going client needs and agency insights
- Support the Associate, Digital Investment in the campaign contracting and tag creation process
- Build analytics packets by utilizing a mix of Excel and Tableau to represent campaign performance in a cohesive manner
- Support Investment team by creating partner-specific analysis to aid in recommendations and negotiations
- Partner with the BI (Business Intelligence) team to populate Haworth's standard media performance dashboards
- Assist in executing analytics set up for Haworth clients including conversion, event tracking and on-site KPIs across site analytics and tag management solutions

REQUIREMENTS

- This is an entry level role requiring a college degree in statistics, applied mathematics, economics, data science, marketing, advertising and/or communications
- An interest in discovering how data can be used to answer questions and solve problems
- Haworth values qualities such as intellectual curiosity, determination, flexibility, creativity, and responsibility
- Demonstrate sharp, critical thinking and effective problem solving skills
- Ability to work within a team, prioritizing and organizing multiple assignments
- Extremely detail-oriented, with clear and proven organizational skills

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- Excellent verbal and written communication skills
- Proficiency with MS Excel, Word and PowerPoint

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: hr@haworthmedia.com