

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 consists of skilled specialists across multiple functions—including Technology, Design Services and Finance—maximizing efficiency, aesthetics, integrity and best-practices to maintain our longstanding values and stellar industry reputation.

MEDIA ANALYST

The Media Analyst is responsible for developing data visualizations and statistical models that help media planners monitor, analyze, and test the performance of marketing media for Haworth clients. This individual will rely on statistical knowledge to elicit actionable insights from data that allow for the optimization of clients' marketing resources. The Media Analyst will also be expected to maintain an up-to-date knowledge of new and developing statistical methodologies and tools to ensure Haworth's stewardship of its clients' marketing dollars.

RESPONSIBILITIES

- Consult with media teams as they develop measurement plans to provide guidance on measurement solutions and ensure measurements claims are technically possible and statistically relevant
- Participates in the presentation of measurement plans to clients and answers technical questions related to such plans
- Act as a main contact/resource for client side measurement teams
- Provide guidance to planning teams on how to interpret and apply client measurement data
- Use data concerning the performance of partners to make optimized recommendations for marketing plans both during and after campaigns
- Assist the Investment team in mining media performance data to support more effective contract negotiation or rank partners on various performance criteria
- Create reports and/or dashboards to support the communication of all recommendations
- Assist in the development of process and procedures regarding the trafficking of media to ensure the integrity of all data generated during campaigns
- Train and support “super-users” who are able to develop their own data visualizations using Tableau's Web Authoring features
- Establish quality control measures to ensure that Haworth and its partners are held accountable to all clients

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- Be a subject matter expert and super-user of Haworth's analytics tools and those of its partners and clients
- Stay up-to-date on emerging analysis methodologies, tools, partners, and trends
- Evaluate and recommend data and measurement vendors as necessary to meet client needs

TECHNICAL AND PERSONAL SKILLS

- An ability to use statistical methods to appropriately model relationships and forecasts based on observational data
- The ability to clearly present the results of analysis in a clear and concise manner that is understandable by non-technical individuals, including clients
- Proficient in the use of advanced Excel and the statistical package, R
- Skilled in the use of database environments such as MSSQL
- Skilled in data presentation tools including Tableau
- Demonstrated history of being able to work with large and complex datasets, especially with examples in the media or retail industries
- Strong time management skills as well as an ability to prioritize in a fast paced environment
- An ability to produce quality work in short amounts of time
- Ability to work individually as well as part of a team as dictated by the necessity of the situation
- Ability to clearly and concisely communicate analytical concepts, methodologies, and tools to one's peers
- Preferred: General understanding of media buying, activation and performance metrics
- Preferred: Knowledge and experience with MMM (media mix modeling) and MTA (multi-touch attribution) methodologies and applications

REQUIREMENTS

- Bachelor of Science degree in Statistics or relevant technical field
- 5+ years of experience in data analytics, especially with a media background.

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