Marketing Analyst

Client: Airbnb
Job #: 23195392
Location: 100% remote (Can work any US time zone)
Pay Range: $50/hr to $62.06/hr W2
Length: 1 year contract to start (Could potentially extend based on performance and budget)

Job Description:

Lead data visualization strategy and development of dashboards using internal dashboard tools, Tableau, and Salesforce on behalf of our team. Implement effective and performative visualization assets that allow for local, regional, and global teams to effectively glean insights from our advocacy, marketing, research, and regulatory compliance efforts.

Manage data engineering elements of the team's data infrastructure to implement our Data Architect's designs and effectively move data between relational databases securely and efficiently.

Ensure the quality of the data used by Policy Comms is of the highest standard. Elevate the legitimacy of Policy Comms data assets to pass our rigorous internal data certification process. Leverage Minerva, client's in house metrics management tool, to make our data accessible to other data practitioners, our Marketing Technology audience builder, and Metrics Explorer.

Build relationships with local and regional Policy Comms teams around the world to support their local data and analytics needs. Partner with the Comms Data Strategy Taskforce.

Own our machine learning predictive model leverage to determine propensity to politically support client through digital advocacy.

Lead and manage segmentation methodology for outbound marketing campaigns, including email, push, SMS, and in-product notifications. Leverage behavior based and modeled targeting to drive strong engagement, offer relevant personalization, and maintain channel health.

Support ad hoc analytics needs to support Policy Comms with highly local and targeted audiences and the impact of our messaging on those groups.

Develop experimentation and attribution framework for political advocacy and regulatory compliance marketing initiatives.

Work closely and cross functionally with Data Science and Engineering partners to represent E&I and the data generated and consumed by Policy Comms.

Skills:

- 5+ years' expertise in business intelligence/data analytics/data architecture.
- Expert in SQL and Python languages.
- Expertise in data visualization and analysis of marketing campaigns performance.
- Expertise designing and running marketing experiments.
- Talent for breaking down complex technical concepts into common language and acting as a bridge between technical and departmental stakeholders.

- Experience working with complex and big data systems across a multitude of relationships and metrics. Ability to apply a creative and nuanced perspective to look beyond common data indicators in order to meet business goals.
- Ability to self-serve and take the initiative to find answers to technical questions.
- Familiarity with B2C marketing, political/advocacy marketing is a plus.
- Experience building and implementing machine learning models is a plus.
- Experience in survey population sampling and survey response analysis is a plus.
- Expertise in R, Java, REACT is a plus.