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Digital Analytics Senior Manager

Sotheby's ⬚ · 3.7 ★

570 Lexington Avenue, 6th Floor, New York, NY 10022

$100,000 - $140,000 a year

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💡 **Skills**

[Data analytics ⌄] [Tableau ⌄] [SQL ⌄] + show more

Do you have experience in **Data analytics**?

[Yes] [No] **Skip**

📖 **Education**

[⊘ Master's degree ⌄]

🌐 **Languages**

[Chinese ⌄]

Do you know **Chinese**?

[Yes] [No] **Skip**

Location

🚗 **Estimated commute**

Over an hour from [8000 W Manchester Ave Unit C317](#)

📍 **Job address**

570 Lexington Avenue, 6th Floor, New York, NY 10022

Full job description

ABOUT SOTHEBY'S

Established in 1744, Sotheby's is the world's premier destination for art and luxury. Synonymous with innovation, Sotheby's promotes access, connoisseurship and preservation of fine art and rare objects through auctions, private sales and retail locations. Our trusted global marketplace is supported by a network of specialists spanning 40 countries and 50 categories, which include Contemporary Art, Modern and Impressionist Art, Old Masters, Chinese Works of Art, Jewelry, Watches, Wine and Spirits, and Interiors, among many others.

As the Digital Analytics Senior Manager, you are responsible for leading the Digital Campaign Reporting as part of the Growth Marketing Team. You will work with the other members of the Growth Marketing Team, particularly the CRM Analyst, to bubble up insights and report on the performance of various marketing campaigns across all paid and organic media channels, as well as the performance of Sothebys.com in relation to those campaigns. You will work closely with cross functional teams to help inform campaign forecasts, utilize various attribution tools for measuring short term and long term incremental impact of marketing investments, provide input on targeting and audience strategies, as well as drive improvements in internal analytics tools.

Responsibilities:

- Being a SME on campaign performance, its effectiveness, key drivers and associated insights while using various tools/solutions, particularly Adobe Analytics, Segment, and Tableau
- Provide operational support for Adobe Analytics, in particular, ensuring the data going into and our of AA is clean, working with other cross-fucntional partners to do regular maintenance on the capture of events as well as observing health of the tool.
- Provide strategic guidance and actionable insights to optimize marketing campaigns, optimize site landing pages, improve ROI, and drive business growth.
- Present findings and recommendations to the SVP of Growth and other senior leaders within marketing, effectively communicating complex concepts in a clear and concise manner.
- Conduct in-depth analysis to identify trends, patterns, and opportunities for optimization of marketing investments and site enhancements.
- Consulting with senior leadership/ business partners to understand overall goals/functional objectives, decipher key business challenges, identify tactics to anticipate and mitigate business challenges/issues and develop potential success criteria.

- Building & maintaining strong working relationships across departments or teams based on trust and mutual respect. Communicating with senior stakeholders to balance stakeholder and analytics perspectives.
- Communicating technical material clearly to a range of audiences and building narratives that provides insight into the factors impacting business performance.
- Focusing efforts on items that have maximum impact to the business.

You'll sweep us off our feet if:

- You have strong working knowledge of Marketing Mix Models, Multi-Touch Attribution Models, Customer Segmentation and incrementality measurement approaches.
- You can use SQL and are proficient in R
- You consider yourself a power user of Microsoft PowerPoint adept at creating visually appealing and insightful slide decks to effectively communicate complex concepts and analytical findings.
- You can collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy.
- You can partner effectively with internal stakeholders, including data scientists and data engineers.
- You are curious, proactive and comfortable working in unstructured environments.
- You have a passion for working in a fast-paced, agile environment.

Qualifications:

- Bachelor's degree in Engineering, Business, Finance, Accounting, Statistics of related filed and 6 years' experience in data analytics or related field
- Expert at SQL and Excel - ability to manipulate large quantities of data to drive business decisions is a must.
- Strong organizational skills, a strong sense of ownership and accountability, and the ability to lead projects, communicate effectively, and be a self-starter

The proposed base salary for this position ranges from $100,000-$140,000. In addition to base salary, successful candidates are eligible to receive a discretionary bonus, as well as a competitive benefits package. Salary offers are based on a wide range of factors including relevant skills, training, experience, education, and, where applicable, licensure or certifications obtained. Market and organizational factors are also considered.

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