***DIRECTOR OF ANALYTICS AT ASSEMBLY MEDIA***

JOB DESCRIPTION

Data drives strategy. Assembly’s Data Science & Analytics practice helps internal and client stakeholders take a scientific approach towards optimizing critical business and marketing decisions. Our clients depend on our data science platform and analytics advisory services to develop insights from data, big and small.

Your key goal is to ensure that we move the needle with regard to our client’s KPIs and help maximize their business outcomes. You possess a hybrid skill-set of strong technical ability coupled with business acumen and can leverage your skills to develop and present insights to a broad client and media stakeholder audience. This position reports to the EVP/Chief Analytics Officer.

WHAT YOU’LL DO

* You must possess business acumen, as well as analytical depth, to create hypotheses, analyze data and validate your hypotheses using advanced analytical techniques
* You should be able to lead development 'hands-on' of Market Mix, econometric, and machine learning models to help develop strategies that can disrupt the way clients make business decisions today.
* Partner with external and client analytics stakeholders on a daily basis to plan and execute projects. Coordinate statistical analysis and modeling performed internally and externally to ensure value is delivered to client.
* Supervise and mentor members of the Data Science & Analytics team
* Act as subject matter expert and support for agency new business process, as directed.

WHAT YOU NEED TO SUCCEED

*BASE*

* Quantitative degree in Statistics, Social Sciences, Economics, Quantitative Marketing (MS or PhD a plus).
* Drive and hustle. Motivation to continuously learn, grow, and provide value in a fast-moving industry.

*TECHNICAL*

* 7-10 years or more of career level work experience in analytics, management consulting
* Strong analytical skills with foundation in statistical techniques (e.g. mix modeling and econometrics projects, supervised and unsupervised learning algorithms)
* Working knowledge of R/SAS and/or Python. High proficiency with Excel (Lookup functions, pivot tables, Solver). SQL a must.
* Some knowledge of multi-channel marketing, digital advertising, and ad-tech.

*BUSINESS*

* Excellent business judgment, analytical and problem solving skills, and experience applying these skills to analyze large, complex, multi-dimensional data sets
* Strong presentation and communication skills
* Proven ability to synthesize insights and explain technical concepts to broad internal and client executives
* Mental flexibility, including ability to dive very deep into details of the data to ensure quality, while understanding the big picture objectives of a given project

COMPANY

Founded in March 2014, Assembly is born from a belief that technology is increasingly important to delivering the creative ideas necessary for real business advantage. With $3.5 billion in client spend and growing, Assembly is a global marketing agency with leading technology at its core.

Clients: Expedia, Audible, Elevate, 1-800-Contacts *to name a few*  
Robust Pipeline: Strong opportunities for growth with current and future agency clients

*"Assembly’s analytical horsepower was a game changer for our business", Chief Marketing Officer of major US online financial services company*

Assembly’s Data Science & Analytics practice enables agency and client stakeholders to:  
 1. Balance competitiveness and profitability while optimizing revenue and profit goals within the larger picture of business strategy  
 2. Use advanced analytics and relevant ad-tech to develop measurement plans for tactical, cross- channel optimization.

WHY US?

* New York City based, fast growing marketing and technology agency
* Help build out a world-class analytics practice
* High energy people with an entrepreneurial mindset, outstanding academic credentials, a strong record of professional accomplishment, and team leadership.
* Strong innovation culture: “Work harder, play harder”