As our Data Analyst for Media you will be the visionary responsible for collecting and analyzing media data globally and presenting key findings including social sentiment and results from paid and earned media. You will identify key insights and potential factors affecting campaign flighting, messaging and comprehension. You love to aggregate complicated data and get excited about identifying key insights, using them to build actionable future recommendations.

**Description**

You will be joining a team of forward-thinking Media experts within Marcom who collaborate closely with extraordinary creative talent to launch Apple products, craft new customer experiences, and tackle complex marketing challenges. Using an objective and data-focused approach, we connect the Apple brand with current and future customers all over the world.

**Education Details**

Bachelor's Degree preferred

**Key Qualifications**

Recommend data-informed creative choices (messaging analysis, features, timing, targets, investment levels, R&F) to feed into briefs and overall communications planning

You will develop end-to-end reporting to define how media drives consumer behavior by gathering relevant data across all of Apple, including groups outside of Marcom (Retail, Apple Online Store, App Store, Product teams)

You will build relationships with our retail teams and keep updated on their attribution modeling to integrate those findings into your reporting and recommendations

Work closely with our media agency to analyze front-end media metrics including standard measurement as well as incremental online and cross-channel measurement tools (i.e Nielsen, Online ratings, TAR)

You will develop a dashboard that includes defined key performance indicators (KPIs)

Monitor industry statistics to help define benchmarks and measure performance

Prepare reports of findings, illustrating data graphically and translating complex findings into executive recaps

Manage and analyze WW YouTube channel data and define trends and best practices

Develop and implement procedures for integrating findings into future campaigns

Work with agency and outside groups (Apple Care, PR) to implement and analyze social media listening/sentiment tools

You will have 5-7 yrs of experience in a performance-based analytics role

You bring a strong working knowledge of analytics and social listening tools like Tableau and Radian6

**Additional Requirements**

Creative Advertising or Design Agency experience preferred.

Samples of creative briefs or case study samples required.

Apple is an Equal Opportunity Employer that is committed to inclusion and diversity. We also take affirmative action to offer employment and advancement opportunities to all applicants, including minorities, women, protected veterans, and individuals with disabilities. Apple will not discriminate or retaliate against applicants who inquire about, disclose, or discuss their compensation or that of other applicants.