Facebook's mission is to give people the power to build community and bring the world closer together. Through our family of apps and services, we're building a different kind of company that connects billions of people around the world, gives them ways to share what matters most to them, and helps bring people closer together. Whether we're creating new products or helping a small business expand its reach, people at Facebook are builders at heart. Our global teams are constantly iterating, solving problems, and working together to empower people around the world to build community and connect in meaningful ways. Together, we can help people build stronger communities - we're just getting started.Custom Insights is a workflow designed to protect Facebook from risk in data operations by delivering policy compliant insights to Sales teams that can be leveraged for internal purposes as well as externally with clients. You will become an expert on the existing suite of insights solutions available at the company.   
  
Custom segments is a workflow that protects Facebook from risk in targeting operations. Custom segment requests come into play when our existing targeting solutions do not solve for unique targeting needs for advertisers. The Custom Segments Analyst will collaborate closely with internal stakeholders to design and maintain innovative behavioral targeting segments in Ads Manager. The ideal candidate will have a deep knowledge of digital advertising and Facebooks unique targeting capabilities.   
  
A successful candidate will have a strong analytical and consultative mindset, a thorough understanding of databases and data visualization, the ability to thrive in a dynamic environment, and be self-sufficient while being a team-player. This is a unique position where you will act as a multi-vertical data expert and partner with many teams on solving problems. The role will offer a great opportunity to work in a fast-paced environment and partner with key teams at Facebook, including sales, marketing science, product, engineering, and marketing to build the right solutions.

#### Responsibilities:

* Understand digital media industry metrics, optimizations, and targeting
* Identify and analyze the most important metrics across program areas
* Conceptualize and build dashboards that are simple, visually appealing, and showcase a powerful story
* Work effectively with cross-functional teams, learn and apply best practices from other teams and always strive for high quality deliverables
* Design, build, and maintain Custom Segments
* Ensure adherence to strict policy and privacy guidelines around targeting and data provisioning
* Consult internal stakeholders on overall targeting best practices and when it makes sense to implement Custom Segments
* Provide insights from the field upstream to product teams to optimize our targeting solutions

#### Mininum Qualifications:

* Bachelors degree in an analytical field (e.g. Marketing/Marketing Science, Computer Science, Mathematics, Statistics, Finance or Economics)
* 3+ years work experience, with 2+ years of work experience in data analytics in a client facing role
* 2+ years hands-on experience in SQL
* Experience with data visualization tools such as Tableau, MicroStrategy etc.
* Experience leading data-driven projects from definition through interpretation and execution
* Analytical and problem solving experience using data and providing business insights
* Communication including presentation experience
* Background in digital media analytics
* Prior experience in data analytics and statistical programming with experience in using statistical tools such as R, SAS, SPSS etc.
* Excellent written and verbal communications skills
* Self-starter with the ability to work in a fast-paced and evolving environment
* Experience working across markets/regions
* Passionate about problem solving and the potential for innovative solutions that online marketing has created