



# Job Description

Title:	Digital Engagement Analyst
Reports to:	/alert Digital Marketing Analyst
Department:	/alert Sales

/alert® is a premier full-service healthcare communications company providing information and education to healthcare professionals. Our programs include cooperative mail, custom mail, e-mail, education, distribution, and editorial and research programs.

Our full-service capabilities in healthcare information and communications can help our customers deliver a consistent message to a wide healthcare professional audience using the latest technologies including mobile technology.

/alert marketing is now offering a suite of digital engagement solutions to health care brands, a major addition to the current direct mail and e-mail programs that have been successful for the past 40 years.

## General Description

Seeking a Digital Engagement Analyst to support marketing team. Using various tools, you will access marketing data to help clients understand performance, and how to improve usability, promotions, and marketing campaigns over time. This position will report to the Director of Digital Marketing and will be based in Lyndhurst N.J.

The Digital Engagement Analyst generates insights from a variety of digital marketing initiatives, including websites, eMail campaigns and digital advertising. Our ideal candidate has 3-4 years of digital analytics experience, good communication skills.

## Job Responsibilities

- Produce reporting and analysis for websites and associated digital marketing efforts
- Think creatively about new ways to measure programs, particularly cross-channel programs and programs that are featured in new channels
- Work with team members to come up with innovative new ways to capture and display data (data visualization)
- Access and analyze digital marketing data from various sources such as Adobe Analytics, Google Analytics, email service providers, and more.
- Understand the technical underpinnings of web analytics, and write tracking requirements for websites and marketing cam
- Support A/B and multivariate testing scenarios to improve usability, marketing performance, and conversion.

*NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*



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- Be able to explain analytic concepts such as sessions, unique visitors, screen views, and events, as well as their importance, to clients and other non-analytical stakeholders
- Draw conclusions about how marketing programs could be improved, based on performance.
- Should be familiar with high-level marketing performance benchmark ranges such as bounce rates, email open rates, etc.
- Collaborate easily with client reporting and analytics teams

## Qualifications

- Strong data analytical skills, experience with Omniture/Adobe Analytics
- Bachelor's degree preferred
- 3 + years' work experience in web data analytics
- Must be highly organized, independent yet collaborative team member
- Ability to work independently and as part of a team
- Sharp attention to detail
- Excellent organization and documentation skills
- Proficiency in Web Analytics software, MS Word, Excel, Access and PowerPoint

## Travel

- Minimal

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