

ITFO Communications, Inc., is a boutique consultancy that helps design, enable, analyze and optimize interactive marketing and communications projects. We specialize in meeting the needs of leading global enterprise companies.

Analytics and Business Intelligence Lead

Job Description Overview:

The **Analytics and Business Intelligence (BI) Lead** is responsible for shaping, refining, and operationalizing analytics functions to drive improved engagement with key clients. We are looking for a passionate, data-driven and technically-savvy marketing analytics expert that will lead the development and execution of fact-based reporting, analysis and analytical models used to enhance decision making across the marketing organization, improve performance and enable a data-driven culture.

The successful individual would be a well-rounded person who understands segmentation and use of data to drive the right content, at the right time, through the right channel. They demonstrate ROI to key business stakeholders through storytelling backed by data evidence.

Primary responsibilities include:

- Develop and implement a long-term marketing analytics roadmap with business leadership
- Analyze campaigns and market trends to recommend investments, activities and enhancements to campaign components in order to drive effectiveness
- Evaluate effectiveness/ROI of marketing programs/assets with the goal of helping the organization understand the best way to drive breadth and depth of client interaction
- Deliver actionable client insights to improve retention, reactivation and acquisition across campaigns, countries, and marketing channels, and drive customer targeting, segmentation, and investment optimization
- Measure the client journey across touch points to develop lifecycle marketing strategies
- Provide insights to senior business leadership around marketing effectiveness
- Manage the dataset to ensure data integrity, hygiene and functionality required to enable high quality tools, accurate insights, and meaningful reporting
- Create measurement best practices, analytical processes and consistent methodologies
- Integrate disparate data sources/tools to deliver integrated, actionable insights
- Continuously evaluate and improve data sources, structures and tools
- Manage relationships with internal analytics teams and external vendors around all aspects of data reporting, data visualization and data integration
- Excel at the business operations needed to optimize the agile, on time and on budget delivery of reports
- Manage and lead the Analytics team including skill development and workload management and increase analytic proficiency across the organization

Basic qualifications

- 4-year degree or equivalent
- Minimum 10 years marketing / marketing communications experience leading multichannel marketing and analytics teams
- Proven self-starter with strong hands-on orientation
- Proven ability to manage, lead, inspire and grow direct and indirect reports
- Proven ability to collaborate cross-functionally
- Hands-on leader with experience in building teams and mentoring staff

Knowledge and skills requirements

- Ability to work independently/autonomously
- Ability to manage a large project load of multidisciplinary projects
- Ability to prioritize, identify and raise possible conflicts, and problem solve to meet deadlines
- Meticulous attention to detail, quality assurance
- Ability to deliver results in an environment requiring influence and leadership of teams and resources that do not directly report to the individual
- Ability to explain technical information to non-technical users
- Strong analytical, problem-solving, and risk management skills
- Ability to quickly understand and validate the business problem
- Exceptional ability to maintain timelines and budget
- Excellent written and oral communication skills with ability to clearly communicate
- Takes initiative with proven experience working independently and as a team member
- Ability to tightly collaborate with people from diverse cultures and backgrounds
- Demonstrated track record of exceeding established goals on a consistent basis
- Proven experience managing resources to effectively achieve marketing goals, including budgeting, agency relationships, internal resources and third-party suppliers

Client Development

- Develop client relationships by participating in strategic initiatives to enhance and sustain programs
- Work with clients to understand their needs and suggest solutions that enhance their business and create opportunities for other agency team members
- Help develop client's corporate image and identity
- Work with client partners to analyze project needs, to help ensure that they fit with resourcing, project objectives and quality standards
- Know the questions to ask to onboard each project smoothly
- Manage day-to-day operational aspects of projects, including communication of client needs to internal teams
- Assist in managing internal resources, staffing existing and internal projects appropriately
- Report and escalate problems to management as needed
- Successfully manage the relationship with the client and all stakeholders

Knowledge of financial services, legal services and information technology industries is a plus, as are project management skills, web analytics capabilities and any prior experience in internal communications or content management.

This new position is part time and could evolve into a full time role depending on client satisfaction and needs. Pay rate will be determined according to your skills and experience.

Team members usually work from their own office locations, though it will be beneficial if you have the ability to join occasional face-to-face meetings with the client team.

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To apply for the position by submitting a resume and relevant samples—or to ask questions—please contact:

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