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A Merkle Company

Job Description

Position

Data & Analytics Specialist

Reports to

Data & Analytics Manager, Client Solutions Manager

Location

NSW/VIC/QLD/WA

Works with

Columbus: Core team, Performance team, Experience team

Dentsu Aegis: Partner media agencies Carat, Dentsu X, Vizeum

Role overview

The Data & Analytics Specialist is responsible for the implementation and delivery of meaningful analytics, data visualisation, channel attribution and conversion optimisation projects across Columbus clients.

Demonstrating analytics implementation skills, high attention to detail, alongside great project management abilities are key attributes for the candidate. A strong knowledge of website technologies, programming languages (JavaScript, CSS, HTML), tagging types and methodologies will be essential for a successful applicant.

The Data & Analytics Specialist is a supporting role for the Data & Analytics Manager and wider Columbus team in data integrity and analysis, tag management, analytics and automated reporting solutions as well as other data led initiatives. Honed analytics skills alongside great strategic conversion knowledge are critical elements to delivering truly insightful results to clients.



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Internal

- Work with the Data & Analytics Manager to successfully manage and implement data and analytics related solutions
- Manage Columbus reporting tools and work towards building and sourcing efficient reporting solutions.
- Support the wider Performance and Experience teams on technical, analytical, and data visualisation tasks.
- Continue to develop knowledge, techniques and skills as the industry evolves and new technologies emerge

Client

- Support our Google Analytics 360 clients with exceptional delivery of service
- Assist in the development of customised dashboarding and/or data visualisation solutions across our preferred dashboarding platforms
- Utilising Google Tag Manager (or the like) to implement custom tracking solutions for clients
- Provide support with Google Analytics including implementations, upgrades and account audits across multiple clients for Columbus

Systems

- Proficient knowledge of numerous analytics platforms across analytics, conversion and attribution. Tools experience should ideally include:
- Strong experience with Google Analytics. Other web analytics platforms are desirable.
- Experience with Optimizely, Google Optimize
- Dashboarding and visualisation platforms such as Datorama, PowerBI, Tableau and Data Studio
- Superior data manipulation skills, with a strong focus on Excel and other BI tools.

Knowledge & Understanding

- Highly developed analytics and strategic knowledge
- Ability to analyse, interpret and draw conclusions from complex statistical information
- Strong written and verbal communication skills
- Great attention to detail
- Excellent, interpersonal and stakeholder management skills

Skills and Attributes

- Strong, professional and friendly manner in communication.
- Good prioritisation, time management and organisational skills.
- A self-starter with passion, energy & positivity.
- Good verbal and written communication skills.
- Strategic, analytical and creative problem-solving skills.
- Ability to manage multiple tasks simultaneously.
- Proficiency web analytics tools such as Google Analytics, Omniture or Coremetrics.
- Proficiency in the advanced configuration and implementation of web analytics and tag management platforms.
- Intermediate understanding and level of experience in JavaScript, CSS and HTML
- Experience with other programming languages and experience working with large datasets is desirable