



Example of Director, Research Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of director, research. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for director, research

- Drive digital revenue growth by overseeing the Digital Ad Sales Research team efforts, including KPI reporting, audience profiling, competitive positioning, RFP responses, sales collateral and ad effectiveness research
- Oversee relationship with syndicated digital data providers including Nielsen Online & ComScore, ensuring that A+E is properly represented in the marketplace, monitoring competitive rankings, and collaborating with vendors as their products evolve
- Manage A+E participation in the testing of new audience measurement products, including the coordination of code implementation, meta data, reporting, analysis, vendor feedback, and data harmonization
- Educate internal stakeholders about trends in the Digital space (consumer insights, shifts in online advertising, the evolution of measurement,), delivering strategic recommendations that fuel data-driven decision making, and a forward-thinking digital investment strategy
- Leverage Social Media listening, monitoring and optimization tools to support sales, marketing, PR, acquisition, engagement and retention objectives
- Identify and supervise custom research opportunities that embrace new data sets to demonstrate the value of A+E inventory across emerging brands and platforms
- Formulate new research methods and analyses that respond to a dynamic market environment
- Collaborate on and oversee the preparation of market studies

- Provide advice as needed to the development team in all aspects of consulting

Qualifications for director, research

- Omniture implementation experience
- Ability to multitask and problem solve under deadlines
- Preparation of absorption for office and industrial space on a quarterly basis
- Sophisticated project management skills
- 3-5 years' experience managing complex multi-party projects
- Experience directly supervising staff