



Example of Insights & Analytics Job Description

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Our company is looking to fill the role of insights & analytics. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for insights & analytics

- Overseeing the allocation of resource time across clients and projects
- Maps agency and external analytic resources to program solutions
- Sells measurement and analytic solutions to clients
- Helps bring in new business by developing measurement solutions for potential clients
- Vet, on-board, and serve as owner/expert on ASG's third-party data business intelligence marketing hub
- Responsible for company scorecards, metrics, (QBR, HR KPI, AAP, Data Integrity, Adoption) and reporting standards
- Create I&A scorecard to monitor utilization of analytic tools (Visier) to monitor acceptance and adoption of analytic solutions for decision making
- Organize and monitor projects being led by other team members with an eye toward project completion, assessment of work and quality of work delivered
- Coach and manage team members on how best to use available data, optimize content and help team prioritize projects and requests (decision tree thinking / design thinking)
- Employ strong consulting skills and business acumen to advise business leaders on workforce opportunities to drive optimization of our investments and global talent management decisions

Qualifications for insights & analytics

- Bachelor's degree required in Business, Mathematics, Statistics, Accounting or Finance
- Highly capable at interpreting data and research into actionable insights that drive commercial strategies and, importantly, execution
- Strong understanding of the digital technology, platforms and media and its impact for rightsholders and sponsors
- Ability to lead teams with mixed skillsets, including data analysts and commercial strategists
- Ability to articulate (verbally and visually) ideas and commercial strategies on the back of data insight