

**DATE POSTED:** 7/25/2017  
**FIRM:** Federated Investors  
**POSITION TITLE:** SENIOR DIGITAL INSIGHTS ANALYST (job number: 7240)

**JOB OPENING #:** 7240  
**POSITION TITLE:** SENIOR DIGITAL INSIGHTS ANALYST  
**DEPARTMENT:** MARKETING SERVICES

**POSITION SPECIFICATIONS:**

- Bachelor degree in statistics, business, or marketing required; will consider other degree with Federated experience. Degree in Quantitative Analysis, Market Research or Digital Marketing preferred.
- Minimum of 3 years of experience in analytics (statistical analysis, campaign analysis, predictive analytics, segmentation, research analytics); 3- 5 years of experience working in or closely with a marketing team preferred.
- Experience producing analytical reports that identify actionable trends and takeaways for clients;
- Experience using website analytics program(s) required
- Advanced PC skills in Excel (pivot tables, complex formulas, analytical tools, macros) and PowerPoint to create clear, concise reports and presentations required
- Must have the ability to translate and effectively communicate complex information into "layman" terms
- Basic understanding of mutual funds and distribution models preferred. Understanding of social media platforms, their features and/or monitoring/listening software preferred
- Prior experience with website content management systems and email campaign management and analysis preferred
- Familiarity with sales lead generation preferred

**MAJOR DUTIES:**

- Responsible for producing detailed, analytical reports on all Federated's website properties, email campaigns, lead scoring/marketing automation programs and social media properties. Identify key takeaways and trends and develop recommendations to improve.
- Extract data from multiple systems to find key points/top headlines for the business line to understand and act upon.
- Identify gaps in existing data and work with internal resources to implement processes to begin collecting the information.
- Manage Federated's marketing lead scoring/marketing automation database, including extracting data and creating reports on user activities.
- Work on cross-functional teams, acting as a liaison between the Marketing, Sales, Product Management, IT and other groups, to identify business problems/questions and translate client needs into user-friendly reports and presentations.
- Collect and analyze data to evaluate existing and potential online marketing opportunities. Use website, email and/or social media tracking applications to recognize user patterns/trends to help formulate marketing techniques.
- Utilize analytics and various testing methodologies to evaluate website and email campaign effectiveness
- Serve as Marketing's business expert on Federated's website, email and social media analytics systems. Using reports from the Customer Relationship Management database (CRM) and other databases, determine the most effective points of interaction for digital marketing campaigns.
- Serve as Digital Marketing project manager for projects involving installation and/or upgrading of reporting/analytics applications.
- Support strategic initiatives to develop, evaluate, and deliver content and features through our websites and other digital media.
- Assist the manager, as requested, with drafting plans, proposals and presentations that reflect the agreed-upon department and team goals, deadlines and budget.



# PSMA JOB BANK

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**HOURS/LOCATION:**

- 8:30 a.m. - 5:00 p.m. (Overtime as required)
- Federated Investors Towers – Pittsburgh, PA 15222

**EXPLANATORY COMMENTS:**

- Self-motivated
- Problem solver
- Able to work on projects independently
- Highly organized; comfortable with managing multiple projects at the same time
- Attention to detail
- Demonstrate a cooperative attitude and effective interpersonal and communication skills with clients, coworkers, and vendors
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**COMMENCEMENT DATE:** 07/05/2017

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[https://careers.federatedinvestors.com/psp/PSEXT/EMPLOYEE/HRMS/c/HRS\\_HRAM.HRS\\_APP\\_SCHJOB.GBL?FOCUS=Applicant&Action=U&SiteID=11&FolderPath=PORTAL\\_ROOT\\_OBJECT.FED\\_CAREERS\\_EXT&IsFolder=false&IgnoreParamTempl=FolderPath%2clsFolder](https://careers.federatedinvestors.com/psp/PSEXT/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCHJOB.GBL?FOCUS=Applicant&Action=U&SiteID=11&FolderPath=PORTAL_ROOT_OBJECT.FED_CAREERS_EXT&IsFolder=false&IgnoreParamTempl=FolderPath%2clsFolder)

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