Walt Disney Company
Analyst, Social & Marketing (National Geographic)
Career Connector Job ID #10781

Description
Job ID R10009935
Location Washington, DC, United States
Business National Geographic

DESCRIPTION
National Geographic Partners is seeking an Analyst, Social and Marketing, to join the Insights and Analytics team. Partnering with teams across NG Media, this person will help optimize marketing campaigns, subscription acquisition and social media accounts based on data for revenue, audience and engagement.

Responsibilities:
* Provide reporting and recommendations for the NG Media business, focusing on marketing, subscriptions and social campaigns/sentiment:
  * Work cross-functionally within NG Media to track, analyze and communicate performance of marketing campaigns, social accounts, subscription efforts and other activations.
  * Connect insights from multiple data sources to provide teams with the information and recommendations they need to continuously improve performance.
  * Create and maintain regular reporting around key projects such as subscription acquisition and social platform engagement.
  * Balance proactive analyses with ad hoc requests.
  * Keep up to date on platform and industry changes, informing stakeholders about potential impact.
* Suggest and develop processes and methodologies to automate reporting, where possible, to improve efficiency.
* Empower stakeholders to own day-to-day reporting of their data through trainings and other initiatives.

Requirements:
Bachelor’s degree in a related field, such as Marketing or Business Management.
At least 2 years of experience in social media account management and social or marketing analytics for a media company.
Excellent communication and interpersonal skills.
Strong presentation skills.
Ability to work well in a cross-functional team that consists of Marketing, Social, Editorial, Product, and Analytics functions.
Ability to analyze both structured and unstructured data and turn them into insights.
Passionate about analyzing the meaning of data.
Knowledge of Tableau, Domo, or other data visualization and dashboarding tools a plus.
Intermediate to advanced skills in Excel and PowerPoint.
Intermediate to advanced knowledge of various digital analytics and social measurement tools, such as Adobe Analytics, Facebook Insights, Twitter Analytics, Social Bakers, Shareablee, and NetBase.
A strong team player who is highly motivated to grow the business and to learn.
Highly organized and able to prioritize multiple demands.
Ability to work in a fast-paced environment.
Experience in magazine publishing business preferred.
We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, gender identity, disability, protected veteran status, or any other characteristic protected by law. We will consider for employment qualified applicants with criminal histories consistent with applicable law.

Location: Washington, District of Columbia United States

To Apply