

Digital Solutions Specialist II

AnalyticsIQ – Atlanta, GA

AnalyticsIQ is a dynamic, fast growing marketing data and predictive analytics company focused on providing innovative consumer and business data and analytics solutions. These solutions empower marketers to deliver more personalized experiences to consumers while helping their marketing dollars go further. Our consumer data products include demographics, affluence categories, health and wellness, psychological decision-drivers, B2B insights, and can even predict future buying choices.

Why AnalyticsIQ?

AnalyticsIQ is a proven growth company delivering unique value in a rapidly growing market. Our small, close-knit team enables us to be fast and flexible, creating solutions and delivering results to our clients in record time. As a member of our team, you will have an opportunity to thrive within an incredible culture that provides market leading solutions, competitive pay and benefits, proven support for work-life balance, a commitment to teamwork, and support for personal and professional growth.

Job Description

The Digital Solutions Specialist II is a position responsible for the management of AnalyticsIQ's digital ecosystem for direct integrations. This includes the activation of AnalyticsIQ's proprietary digital marketing audiences across numerous platforms, communication between internal teams and external account managers for the facilitation of quarterly data file deliveries, and the maintenance of digital documentation of proprietary business and consumer products. This should be an individual who is knowledgeable on digital marketing, extremely tech savvy with experience using a variety of operating systems and technology platforms and has account management skills. This individual should be an independent self-starter with critical thinking and problem-solving ability who can quickly retain and replicate repeatable tasks. As a part of our growing team, you will develop an expertise of our data products and the digital marketing ecosystem in terms of how to perform various activities, the specific requirements of different platforms, and how to solve common problems. This position reports directly to the Digital Solutions Manager.

Responsibilities

- Responsible for the onboarding and publication of AnalyticsIQ's digital portfolio for direct integrations.
- Compile digital quarterly segment build plan for Solutions team.
- Maintain multiple taxonomy workflows, data criteria documentation, and product bundles of proprietary business offerings.
- Expert in utilization of platforms to administer taxonomy updates of published data that includes but is not limited to verbiage or pricing changes.
- Manage segment portfolio per direct integration based on DMP requirements.
- Communicate with Engineering and Product for the facilitation of data tests and quarterly data file delivery.
- Correspond with external account managers to review data test performance, ensure successful quarterly data file ingestion, and provide supporting audience information for net new segment publication.
- Implement evolving data regulatory changes on AIQ's digital landscape.
- Provide audience recommendations per client requests.

- Knowledgeable of the onboarding, publication, and distribution of AnalyticsIQ's digital portfolio for partners.

Qualifications

- Bachelor's degree from an accredited university required. Emphasis in marketing, digital marketing, business administration/management preferred.
- Minimum 2 years' work experience in relevant field required.
- A demonstrated understanding of digital marketing and the digital marketing landscape.
- Excel proficiency required.
- Strong ability to work collaboratively in a fast-paced environment and with many stakeholders.
- Demonstrated experience working with diverse cross-functional teams.
- Extremely organized and detail oriented.
- Strong communication skills, both written and verbal.
- Technologically savvy with learning and using a variety of technology platforms.
- Self-starter with the ability to manage multiple deadlines at once.
- Client-facing/account management experience.
- Inquisitive mindset.

What You Can Expect from Us

- A collaborative and supportive company culture with a rewarding work environment
- Work-life-balance
- Employee development
- Room for upward growth within the organization
- Competitive pay
- Comprehensive family benefits including health, dental, and vision 100% paid by AIQ
- 401k with company matching
- Opportunity to attend a variety of events including company and industry events
- Paid family leave
- Remote working options
- Paid vacation days that increase with time employed with company
- Sports and entertainment tickets available to employees
- Family fitness club membership reimbursement

If interested, please contact HR@analyticsiq.com