

# United States Jobs Expertini®

## Data Marketing Specialist

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Company: JDA Worldwide

Location: Indianapolis

Category: other-general

JDA Worldwide is a full-service marketing agency with a 20-year track record of scaling revenue and global impact for purpose-driven brands. Our team specializes in brand, marketing, PR, and digital. Come join our optimistic, people-first culture. We believe the best is yet to come because we're building it together. Headquartered in downtown Indianapolis, JDA has been recognized as a Best Place to Work by the Indiana Chamber of Commerce for four consecutive years. And we aren't done growing. Having been named to the Inc. 5000 list for seven years straight, we are looking to add more talent to our ambitious team. JDA's state-of-the-art office is filled with curious and kind people working alongside high-vision, high-values clients such as Prime Hospitality Group, Pepperdine University, and FarmRich. We offer top-notch employee perks and benefits such as flexible PTO, fun team events, excellent insurance, Tuesday lunches, and amazing office snacks.

**Location:** Indianapolis, IN (Hybrid)

**Job Summary** This position is responsible for leveraging expertise in data and analytics to oversee and analyze marketing performance data on the JDA Digital Experience team. This person will have a proven foundation in roles emphasizing data utilization, interpretation, and analysis, with an ability to clearly communicate and present data findings. Proficiency in a variety of data analysis tools such as Google Analytics, GTM, Looker Studio, Domo, and a familiarity of digital marketing metrics is required. The ideal candidate is technical, organized, results-driven, communicative, has strong attention to detail, and has a passion for digital applications.

**Key Responsibilities** Create and implement digital data strategy plans aligned with project goals. Assist in the development and enforcement of data governance policies and procedures. Create interpretable dashboards and disseminate analysis reporting

to key stakeholders. Set-up Tag Manager and events for clients in Google Tag Manager. Review, optimize, and support client needs in GA4. Collaborate with team and clients to ensure alignment and understanding of performance reporting to better analyze, access, and comprehend digital marketing data. Act as a liaison between client and digital team to support technical tracking and reporting efforts of marketing campaigns. Support data collection, cleaning, checking, and analysis according to project goals. Perform qualitative and quantitative data analysis to evaluate marketing campaign performance.

**Requirements** At least 3 years of experience in roles focused on data utilization, analysis, and interpretation. Proficiency in Google Analytics, Domo, Google Tag Manager, BigQuery and LookerStudio. Experience using and understanding marketing automation platforms like HubSpot, Salesforce, Marketo, and Pardot. Familiarity with social analytics platforms (X, Instagram, Facebook, Facebook Business Manager, and Meta). Familiarity of industry standard KPIs and reporting trends for website, email, and social media properties. Analytical thinker who has an appreciation for how data and measurement can prove and scale marketing efforts. Willingness to learn and work with cross-functional teams to successfully drive agile marketing innovation and execution. Meticulous attention to detail and strong project management skills. Effective communication and the ability to present campaign effectiveness, expectations and ideas to groups. Service-mindset and desire to support and uphold the team and serve JDA clients.

**Benefits** Group Health Insurance (Medical, Dental & Vision) 401k Matching Plan Flexible PTO + Holidays Paid Parental Leave Employee Assistance Program Training + development opportunities Cell phone reimbursement Life insurance (100% company paid) Short-Term + Long-Term Disability (100% company paid) Hybrid work setting and casual dress On-site fitness center Free snacks + drinks available in the office

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