

Director of Product Analytics

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Company: Harnham

Location: United States

Category: other-general

DIRECTOR OF PRODUCT ANALYTICS \$250,000 - \$300,000 BASE | EQUITY SF BAY AREA - EAST BAY 3 DAYS/WEEK IN OFFICE REQUIREMENT An exciting opportunity to join an established startup with a user-generated content platform revolutionizing healthcare education. Lead the way as their Director of Analytics with a focus on product. **THE COMPANY** This company has a video education platform for user-generated healthcare content, connecting healthcare providers. This is a high-visibility, player-coach role. You'll be leading an analytics team in the use of personalization and segmentation to map content to users, looking into acquisition and engagement to understand how the community grows, and more. **THE ROLE** As Director of Analytics, Product, you'll establish, lead, and grow the analytics function. You can expect to be doing the following... A/B testing & experimentation; building out a clear platform and process for experimentation Content analysis; using personalization and segmentation to strategically map content to users Analyzing strategic growth initiatives; understanding how to grow communities through analyzing acquisition, retention, engagement with the goal of increasing daily & monthly active users Setting up data infrastructure & building out a data engineering function Managing a team of two analysts, growing the analytics team, & building out a data engineering function from the ground up **YOUR SKILLS AND EXPERIENCE** Bachelors' degree in Statistics, Mathematics, Economics, or other quantitative field; advanced degree a plus 10+ years in product & growth analytics with a proved track record delivering insights to grow a business 4+ years of management experience Startup experience required Expertise in SQL, Python, & R Data visualization such as Looker, Tableau, Power BI Previous work with a

Data Engineering team or experience managing Data Engineers
Experience auditing data infrastructure & making recommendations around data strategy
Confidence to collaborate & communicate with non-technical leaders & co-founders
Familiarity with marketplace platforms, social media, gaming, etc

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