

## Media Program Analyst

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### The Opportunity

EyeTraffic Media, a Penton Marketing Services Company, is actively recruiting for **Part-Time Media Program Analysts** for a social media contracting position. Reporting to the company's Practice Leads, this individual will be responsible for data analysis of key campaigns for Penton Marketing Service's top clients. The Media Program Analyst relates to and understands the Penton Marketing Service's mission. They have a firm understanding of what Penton Marketing Services offers and how it can be mutually beneficial for both the firm and its clients.

### Key Responsibilities Include:

- ✓ Actively test and analyze interactive marketing strategies for campaign implementation.
- ✓ Assist in social media and brand monitoring analysis.
- ✓ Prepare timely, accurate and concise reports on current marketing initiatives.
- ✓ Collaborate with team members to test and rollout results driven campaigns.
- ✓ Maintain strong relationships with outsourcing partners.
- ✓ Lead internal research projects.
- ✓ Team oriented approach to problem solving.

### Desired Experience and Qualifications:

- ✓ Strong analytic skills and critical thinking ability.
- ✓ Highly motivated and resourceful individual who can consistently provide creative solutions for various endeavors.
- ✓ Proficient to expert skills in MS Excel; Proficient in MS Word and PowerPoint.
- ✓ Consistently organized with sustained attention to detail.
- ✓ Adaptable, flexible and open to new ideas.
- ✓ Natural abilities in being a multi-tasking fact-finder.
- ✓ Ability to work autonomously as well as in a team environment.
- ✓ Experience in social media monitoring and analytics preferred.

For additional information you can contact our team at **[social@penton.com](mailto:social@penton.com)**.