Overview:
VOCE Communications is seeking an energetic, detail-oriented and versatile Analyst who will work collaboratively with the analytics team to design and implement analytics and measurement strategies across a variety of data sources and media types.

Voce Communications, part of Porter Novelli, is a leading data-driven global PR agency and one of PRWeek’s 2014 Best Places to Work. Our award-winning analytics team (PRWeek’s 2014 Best Use of Analytics) uses diverse datasets to uncover insights and shape digital strategies for clients in all industries, from healthcare to tech to tourism. We help companies build better brands through content creation and community engagement using a combination of public relations, social media marketing and web development strategies.

As part of our growing team, you’ll have challenging opportunities to grow your analytical and technical skills and contribute to quality research, reports, and insights. In addition to day-to-day learning, you’ll join a vibrant company with a host of office-wide activities and interactions with the people that are what sets us apart.

Tasks & Responsibilities: - Work with, manipulate, and analyze raw data from a variety of sources including social media, digital platforms, conversion data, or other first-party client data
  - Develop data-driven insights and strategy recommendations that speak to our clients’ business
Goals - Create easy-to-understand presentations and data visualizations
  - Collaborate with the analytics team to create more innovative and efficient analytics products and services
  - Support new business pitches with research and analytics strategy recommendations
- Support the Analytics Product Manager in creating client dashboards and other data products

Skills - Strong analytical skills and ability to interpret a variety of types of data
  - Ability to generate and clearly communicate insights from raw data
  - Interest in contributing to a growing team and product set in a fast-paced and quickly changing environment
  - Strong writing and presentation skills in English language
  - Experience with, or interest in learning, one or more of the following tools: Radian6, Datasift, Sysomos, Tracx, BrandWatch Facebook Insights, Twitter Analytics, YouTube Analytics, SimplyMeasured, Google Analytics,
  - Strong Microsoft Excel and PowerPoint skills - Knowledge of, or interest in, SQL, Python, C++ is a plus

Education & Experience
- BA/BS required
- Strong interest in learning about analytics, data, research in digital communications

Please apply via the website at www.porternovelli.com/careers