

Thursday, January 31, 2019

Digital Operations & Analytics Manager

Company: Dance Media Publications, LLC

Location: New York, NY

Compensation: \$50,000. Benefits package include Health, 401(k), FSA

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Digital Operations & Analytics Manager

Dance Media, publisher of *Dance Magazine*, *Dance Spirit*, *Dance Teacher*, *Pointe* and *Dance Retailer News* is looking for a Digital Operations & Analytics Manager for five websites and social media pages.

The Digital Operations & Analytics Manager is responsible for working directly with Dance Media's digital agency as well as implementing and managing data tracking and collection on all websites, social media platforms and digital ad campaigns.

This position requires attention to detail, knowledge of back-end and front-end digital platforms, ability to work on a team and adapt in fast paced changing field. The Digital Operations & Analytics Manager will report to the CRO/Publisher and Director of Marketing Services as well as work closely with the entire Dance Media organization.

Responsibilities include (but are not limited to):

Digital Operations

Serve as the technical authority for all of Dance Media's websites and social platforms

Learn Dance Media's CMS and back end

Coordinate with Dance Media's digital agency

Manage all back end and front end website changes

Manage Google Ad Manager and Google Analytics for all Dance Media properties

Ability to troubleshoot technical issues

Build landing pages

General website and social media account maintenance

Seek out opportunities to improve existing processes

Analytics

Creating and updating analytic tracking for all website, social and newsletter traffic

Work with Marketing Services department at onset of campaign to understand media plan objectives and identify tracking capabilities

Create analytics dashboards for all advertising partners across websites and all social media platforms

Interpret digital analytics and draw conclusions

Required Skills:

Understanding of HTML, CSS and Javascript; any side server scripting a plus

Proficient in Google Ad Manager and Google Analytics

Knowledge of Photoshop to enhance web images or create graphics as needed

Experience with MailChimp and HTML email best practices

Please email resume and cover letter to nbugge@dancemedia.com

Only candidates of interest will be contacted

Employer: Dance Media Publications LLC

Location: New York City, New York

Salary: \$50,000. Benefits package include Health, 401(k), FSA

Full Time

Dance Media Publications, LLC

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For more information:

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[< back](#)

[previous listing](#) • [next listing](#)