



Data and Research Director

Job Description

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Central States Marketing is hiring a Data and Research Director to lead the data and research arm within our media department. The ideal fit for this role will be someone with a robust background in social media, seasoned expertise in an agency setting, and a proven track record of exemplary leadership capabilities.

### Key Responsibilities:

- Collaborate with managers within the strategy team to understand campaign goals, budgets, and deadlines.
- Provide insightful rationale for clients, aligning with campaign goals and objectives.
- Oversee strategy reviews for all client campaigns in coordination with the Media and Digital Director.
- Compile final materials for both traditional and digital campaigns.
- Manage Standard Operating Procedures (SOPs) and facilitate onboarding for new team members.
- Supervise analytics, monitoring, and reporting activities conducted by team members.
- Lead educational initiatives for the media team regarding updates on tactics and new platform introductions.
- Maintain and enhance systems and project management tools, including ASANA.
- Manage and grow organic social media presence, aligning with overall media strategy.
- Manage a team within the media department for accountability and efficiency.

### Requirements:

- Bachelor's degree in Marketing, Business, or related field.
- Minimum of 5 years of experience in an analytical / research-driven role within a marketing agency.
- Proficient understanding of social media platforms and their respective analytics.
- Strong leadership skills with experience in team management and development.
- Proficiency in project management software, with a preference for experience in ASANA.
- Excellent communication skills, with the ability to provide clear rationales for proposals.
- Experience in managing Standard Operating Procedures and onboarding processes.
- Familiarity with analytics, monitoring tools, and reporting methodologies.

### To Apply:

Please submit your resume, cover letter, and portfolio (if applicable) through the career section of our website [www.centralstatesmarketing.com](http://www.centralstatesmarketing.com). Be prepared to discuss how your experience aligns with the responsibilities and requirements outlined above.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.