



Job Description

Title: Influencer Marketing Analyst

Employment Status: Paid Internship

About Collectively:

Collectively brings marketers and social media influencers together to drive awareness, gain insights, and create authentic content that builds brands. We call it collaborative marketing.

We're veteran Collaborative Marketers, with 10 years of experience shaping our work. Since Collectively's birth four years ago, we've partnered with best in class consumer brands and advertising agencies, and grown a community of 6,500+ Collaborators across all social media platforms. To catch up on our latest Collaborations, please [visit our website](#).

We are excited to expand our team as we continue to grow Collectively in an ever-changing social media and digital advertising landscape.

About the Solutions & Insights Team:

Collectively's Insights & Solutions team develops and manages the cross-functional tools and processes that power the organization. That includes client reporting and analysis, vendor innovation, and thought leadership.

Responsibilities:

Under supervision, the Influencer Marketing Analyst intern will be actively involved in client reporting and vendor support across a variety of projects.

Client Reporting & Analysis:

Support of the following work streams:

- Creation of dashboards and reporting tools to measure program-specific KPIs
- Analysis of data to support client reporting deliverables
- Preparation of slides and other visualizations to illustrate key data points
- Maintenance of aggregate reporting database
- Delivery of benchmarks, trends, and other insights from reporting database
- Compilation of quarterly and annual aggregate reports

Thought Leadership and Vendor Innovation Support

Assistance in the development of new methodologies and processes such as:

- Introduction of new practices and cross-functional processes
- Development of new metrics to better illustrate the efficacy of our programs

- Management of vendors – QA and new feature development and implementation
- Publishing of data trends, industry insights and other thought leadership pieces

Requirements:

- Strong strategic and analytical background
- Proven effective communication skills
- Ability to take complex information and create a compelling and
- Strong understanding of social media space, digital marketing
- Experience working with data analysis
- Proficient in Google Sheets, Excel, Keynote
- Demonstrated capability of contributing to and managing communication across a cross-functional team
- BA/BS or equivalent

Key Performance Indicators:

- Displays passion for data analysis, critical thinking, and storytelling
- Is social-savvy and a familiar with social platforms and influencer marketing
- Illustrates strong attention to detail and thrives in a fast-paced work environment
- Is able to prioritize competing work streams, often with quick turnarounds
- Works collaboratively, yet with a strong independent drive
- Is proactive, with the desire to help identify efficiencies, best practices, and opportunities

How To Apply:

- Please send resume and cover letter to jobs@collectivelyinc.com
- Note desired position in subject line