



Director of Analytics

The **Director of Analytics** is responsible for analyzing and mining existing member data and supporting the strategy to understand the organization's membership through data. This role reports directly to the VP of Marketing Insight. The ideal candidate has the strategic and tactical skillset needed to gather information from existing sources and research, understand data deeply, extract the most relevant insights, and use insights to advise chapter leaders on how to stay relevant and provide value to membership.

Main Responsibilities for the Director of Analytics:

Develop and implement a data-driven insights that get to the core of member behavior. This includes:

- Tracking the analytics behind email stats, social media channel data, membership roster data, event attendance, among other relevant membership metrics
- Creating/maintaining a member profile that Sponsorship can use when talking about member types that attend AMAC events
- Examining market data, providing KPI data for each Board Committee and creating a KPI dashboard to be reviewed at each Board meeting
- Overseeing volunteers who handle various facets of data analysis and holding each accountable for assets they own

Top Three Requirements for the Director of Analytics:

- Expertise in statistical analysis and/or Marketing Analytics
- Proven supervisory and team management skills
- Ability to delegate to other directors

Time Commitment:

- 2 hours a week