Job Title: Data Strategist, 70 Faces Media
Industry: Internet/Online/New Media
Benefits: 403B, Dental, Health
Schedule: Full Time, Monday - Friday
Salary: Range of $60k to $70k

Job Requirements
70 Faces Media, the largest and most diverse Jewish media organization in North America, is seeking a Data Strategist to drive analysis, insights, and user research to better understand the audiences of and inform the activities of our six digital brands: My Jewish Learning, the Jewish Telegraphic Agency, Kveller, The Nosher, Alma, and The New York Jewish Week. This job is right for you if you love working with data; you know your way around Google Analytics & Data Studio, Excel, SQL, and other data platforms and tools; you’re passionate about digital engagement; you’re a great communicator who can share insights across departments; you have an interest in the subject matter our brands cover; and you have the ability to stay on top of a variety of tasks.

The Data Strategist will help the audience and editorial teams deepen engagement with our products, identify opportunities for the business and philanthropy teams to maximize revenue, help the management team understand the impact of our work, and create charts and visuals that enrich our grant proposals and reports. This position reports to the VP, Audience and Digital Strategy.

Job Responsibilities:
● Analyze data from multiple data sources to understand reader behavior across our platforms and channels
● Develop metrics for evaluation of our publications’ success and impact
● Help the Audience and Editorial teams understand which channels are most effective at engaging our readers
● Help the Business and Philanthropy teams understand which channels and content are most effective at driving revenue
● Identify opportunities for growth based on data discoveries & new data tools to use to assess our performance
● Design a testing framework and implement A/B tests to maximize site and email performance, with an eye toward more readers, better engagement, and more donations
● Create and analyze regular user surveys to understand our audiences’ experience with our brands and products
● Collaborate closely with all areas of the organization (Editorial, Audience, Business, Technology, Philanthropy) to provide reports, dashboards and visualizations that inform management, the board, and other key stakeholders and drive organizational improvements
● Help management make data-based decisions for new projects

Desired Skills & Qualifications
● 4-5 years working in a data analytics role, preferably in the digital media industry
● Deep understanding of Google Analytics and Google Data Studio
● Experience writing and optimizing SQL queries
● Ability to present data insights visually
● Strong communication, time management and organizational skills
● Interest in Jewish religion, traditions and culture
● Ability to multi-task and an eagerness to take on new roles
● Self-starter with a 'make stuff happen' mentality
About 70 Faces Media:
70 Faces Media is the largest digital nonprofit Jewish publisher in North America. We publish six brands: Jewish Telegraphic Agency, My Jewish Learning, Kveller, The Nosher, Alma, and The New York Jewish Week. We reach more than 3 million unique visitors each month through our sites, and millions more through our email newsletters, social media channels, and syndication clients.

We Encourage You to Apply
At 70 Faces Media, we value diversity, and we encourage all to apply. We do not discriminate on the basis of race, religion, color, gender expression or identity, sexual orientation, national origin, citizenship, age, marital status, veteran status, disability status, or any other characteristic protected by law.

How to Apply:
To apply for this position, please send a resume, cover letter, and writing sample to jobs@70facesmedia.org with “Data Strategist” in the subject line.