Director of Marketing Analytics

Description

About Life360 Life360â??s mission is to keep people close to the ones they love. Our category-leading mobile app and Tile tracking devices empower members to protect the people, pets, and things they care about most with a range of services, including location sharing, safe driver reports, and crash detection with emergency dispatch. Life360 serves approximately 66 million monthly active users (MAU) across more than 150 countries. Life360 delivers peace of mind and enhances everyday family life with seamless coordination for all the moments that matter, big and small. By continuing to innovate and deliver for our customers, we have become a household name and the must-have mobile-based membership for families (and those friends that basically are family). Life360 has more than 500 (and growing!) remote-first employees. For more information, please visit life360.com. Life360 is a Remote First company, which means a remote work environment will be the primary experience for all employees. All positions, unless otherwise specified, can be performed remotely (within the US) regardless of any specified location above. About The Team The Marketing Analytics team is a distinct part of the broader Data & Analytics organization and embedded/matrixed with the Marketing function, contributing as a thought leader, establishing domain expertise and developing cross-functional partnerships while collaborating to solve business problems with our data. About the Job We're seeking a Director of Marketing Analytics to join our Data & Analytics organization and play a pivotal role in shaping the future of Life360â??s Marketing & Brand strategies. The Director of Marketing Analytics will build and lead a team of skilled marketing analysts in developing advanced marketing models and insights to optimize our marketing efforts. This role will be instrumental in driving the strategic direction of our marketing initiatives through data-driven decision-making. The ideal candidate will have a strong background in marketing analytics, with a proven track record of leveraging data to drive business growth. The ideal candidate has a passion and experience in media mix modeling, channel attribution, customer segmentation, marketing spend optimization, experimentation, causal inference techniques, and other advanced analytics. The US-based salary range for this position is $185,000 to $290,000. We take into consideration an individual's background and experience in determining final salary â?? therefore, base pay offered may vary considerably depending on geographic location, job-related knowledge, skills, and experience. The compensation package includes a wide range of medical, dental, vision, financial, and other benefits, as well as equity. What Youâ??ll Do Marketing Analytics: You will develop and measure marketing KPIs, assist in ROAS optimization, develop media mix model and attribution methodologies like MTA, targeting and creative optimization, online purchase funnel optimization, user segmentation, cohort analyses, time series analyses, regression models, marketing Insights, and campaign analysis A/B Testing and Experiment Design: Design and execute A/B tests using appropriate tools, contributing to data-driven decision-making for our ecommerce sites. Website Optimization: Lead efforts to optimize both visitation and sales conversion metrics on our website, ensuring a seamless customer experience. Data Integration and Analysis: Apply your skills in utilizing and reconciling complex data sets from various sources to derive actionable insights for website optimization and sales conversion. Leverage Expertise in Google Analytics: Utilize your in-depth knowledge of Google Analytics to build out and use data sources and dashboards to extract meaningful insights and optimize our website and mobile D2C ecommerce channels. KPI Tracking: Define and track key performance indicators (KPIs) related to marketing measurement such as conversion rates, average order value, customer lifetime value, and spend ROI. Collaboration with Data Engineers: Collaborate effectively with Data Engineers,

playing a key role in scoping data requirements and championing data quality throughout the organization. Collaboration with Marketing: Evaluate the performance of related marketing campaigns and develop actionable insights and reporting. What Weâ??re Looking For 10+ Years of Experience: You have a strong foundation with over 9 years of marketing analytics experience (and 7+ years in people management) in consumer internet, mobile, or digital product domains, demonstrating your expertise in these fields. Marketing Analytics Experience: Experience working with media mix modeling, marketing measurement and attribution, targeting and creative optimization, online purchase funnel optimization, user segmentation, cohort analyses, time series analyses, regression models, marketing insights and campaign analysis,and deep knowledge of marketing metrics and KPIs Technical & Statistical Proficiency: Working knowledge of marketing data architecture (CDP) and analytical tools like Mode and Tableau. Proven experience with effective use of statistical concepts and product experimentation, including power analysis, confidence intervals, hypothesis testing, and regression models as well as causal inference techniques. Expertise in SEO/SEM Technologies: You are an expert in Google Analytics, capable of harnessing its power to enhance our understanding of user behavior and product performance. Proficiency in SQL: You have extensive hands-on experience with SQL, enabling you to efficiently manipulate and analyze data. Experience with big data and cloud-based technologies such as MySQL, AWS, Presto, Athena, Redshift, Hive, and Teradata is a bonus. Stakeholder Collaboration: Your track record includes successfully collaborating with stakeholders to translate strategic business and product questions into impactful analytic projects, showcasing your ability to drive meaningful insights. Data Storytelling: You possess the proven ability to tell a compelling story with data, utilizing visualization tools like Tableau and Amplitude to communicate insights effectively to both technical and non-technical audiences. Project Management and Organization: You have demonstrated project management and organizational skills, ensuring the successful execution of analytic projects. Quantitative Degree: A degree in Computer Science, Statistics, Informatics, Information Systems, or another quantitative field underpins your strong analytical foundation. Marketing Technology Experience: Experience with Neustar or similar marketing technologies would be a plus. Our Benefits Competitive pay and benefits Medical, dental, vision, life and disability insurance plans (100% paid for employees) 401(k) plan with company matching program Mental Wellness Program & Employee Assistance Program (EAP) for mental well being Flexible PTO, 13 company wide days off throughout the year Winter and Summer week-long synchronized company shutdowns Learning & Development programs Equipment, tools, and reimbursement support for a productive remote environment Free Life360 Platinum Membership for your preferred circle Free Tile Products Life360 Values Our companyâ??s mission driven culture is guided by our shared values to create a trusted work environment where you can bring your authentic self to work and make a positive difference Be a Good Person â?? We have a team of high integrity people you can trust. Be Direct With Respect â?? We communicate directly, even when itâ??s hard. Members Before Metrics â?? We focus on building an exceptional experience for families. High Intensity, High Impact â?? We do whatever it takes to get the job done. Our Commitment to Diversity We believe that different ideas, perspectives and backgrounds create a stronger and more creative work environment that delivers better results. Together, we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees. It fuels our innovation and connects us closer to our customers and the communities we serve. We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their authentic best selves to work. We are an equal opportunity employer and value diversity at Life360. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, disability status or any legally protected status. We encourage people of all

backgrounds to apply. We believe that a diversity of perspectives and experiences create a foundation for the best ideas. Come join us in building something meaningful. Even if you donât meet 100% of the below qualifications, you should still seriously consider applying!   #LI-Remote

Please mention the word **LUCK** and tag RMzUuMjQ1LjExOS4yNDA= when applying to show you read the job post completely (#RMzUuMjQ1LjExOS4yNDA=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com