

DIGITAL MEDIA & ANALYTICS SPECIALIST

ABOUT THE JOB

Looking to join a fast-growing, senior-led agency and make a measurable impact?

AccessU is seeking a Digital Media & Analytics Specialist who is equal parts analyst, strategist, and executor. In this role, you'll help plan, launch, optimize, and report on digital advertising campaigns that drive enrollment, engagement, lead generation, fundraising, and workforce development outcomes for colleges, universities, nonprofits, and mission-driven organizations.

You'll collaborate with strategists, account managers, creatives, developers, and communications professionals to build integrated campaigns across paid search, paid social, streaming, display, video, and emerging digital channels.

This position reports to the VP of Account Services and works closely with leadership and cross-functional teams across the agency.

YOUR FOCUS

Digital Media Planning & Execution (40%)

- Launch and manage campaigns across Google Ads, Meta, LinkedIn, YouTube, programmatic display, streaming audio, and other platforms.
- Build audiences, develop targeting strategies, and implement tracking requirements.
- Monitor campaign performance and make optimization recommendations.
- Manage budgets and pacing to ensure efficient media spend.
- Assist with campaign setup, trafficking, QA, and deployment.

Analytics & Reporting (25%)

- Analyze campaign performance and identify opportunities for improvement.
- Create dashboards and reporting summaries that connect activity to business outcomes.
- Monitor KPIs including impressions, clicks, CTR, conversions, engagement, lead generation, and ROI.
- Translate complex data into actionable insights for internal teams and clients.
- Support attribution and conversion tracking initiatives.

Audience Research & Strategy (15%)

- Conduct audience, competitor, and marketplace research.
- Support media planning recommendations and channel selection.
- Identify emerging media trends and opportunities.

- Assist with campaign forecasting and performance modeling.

Content & Creative Collaboration (10%)

- Partner with designers, writers, videographers, and strategists to align creative with campaign goals.
- Review media assets for platform specifications and best practices.
- Participate in message testing and creative optimization.

Innovation & Continuous Improvement (10%)

- Explore AI-powered tools and automation opportunities.
- Stay current on advertising platforms, algorithms, privacy changes, and industry trends.
- Recommend new tactics and technologies that improve performance.

WHAT YOU'LL BRING

Required Qualifications

- Bachelor's degree in marketing, communications, advertising, business, analytics, or related field, or equivalent professional experience.
- 2 to 5 years of experience in digital marketing, paid media, advertising, or related field.
- Experience managing campaigns through Google Ads and Meta Ads Manager.
- Experience using Google Analytics 4, Looker Studio, Tag Manager, or similar reporting tools.
- Strong analytical skills and ability to interpret campaign data.
- Excellent attention to detail and organizational skills.
- Strong written and verbal communication abilities.
- Ability to manage multiple projects simultaneously in a fast-paced agency environment.

Preferred Qualifications

- Experience with LinkedIn advertising, YouTube, programmatic media, or streaming platforms.
- Familiarity with CRM platforms and marketing attribution.
- Knowledge of SEO and content marketing principles.
- Experience serving higher education, workforce development, nonprofit, or mission-driven organizations.
- Experience leveraging AI tools to improve analysis, reporting, or campaign performance.

WHAT SUCCESS LOOKS LIKE

Within your first year, you'll be helping clients:

- Increase qualified leads and conversions.
- Improve campaign performance and media efficiency.
- Strengthen audience engagement across channels.
- Generate actionable insights from data.
- Connect strategy, creative, media, and analytics into a unified client experience.

BENEFITS

Salary Range: \$65,000 - \$70,000

We offer a generous benefits package, including:

- Competitive salary based on experience and performance-based bonus opportunities.
- Generous annual PTO, including paid office closure between Christmas and New Year's.
- Flexible work arrangements and hybrid work opportunities.
- Comprehensive health benefits package featuring 100% employer-paid medical, dental, vision and life insurance coverage for employees. Additional voluntary coverage options available for life, accident, critical illness, and hospital indemnity.
- Onsite fitness center access.
- 401K retirement program with 5% company profit sharing.
- Professional development opportunities.
- Access to AI and emerging technology training.
- Collaborative, supportive, and highly creative team environment.

ABOUT ACCESSU

AccessU is a senior-led strategy, creative, communications, and digital agency that helps ambitious institutions become impossible to overlook. We specialize in higher education, workforce development, nonprofits, and mission-driven organizations. Our work connects research, strategy, creative, digital experience, communications, media, and analytics into one integrated system designed to create measurable momentum. At AccessU, we believe in three core values:

Tenacity. Care. Beauty.

We are curious, collaborative, and relentlessly focused on helping our clients achieve meaningful outcomes. We move quickly, think strategically, and care deeply about the people and organizations we serve.

Do something meaningful with us.