



## **Job Announcement**

### **Data Analyst**

GPB is looking for a Data Analyst to serve across multiple teams within the organization. This person needs an insatiable curiosity of data, trends, and patterns and excellent communication skills. The successful candidate will turn data into information and insight. These insights will be used to craft future content curation for our vast audience. The Data Analyst will be responsible for data collection and analysis; including report generation for all radio/television and digital content, as well as education and marketing teams. The Data Analyst will seek out and acquire data from a variety of outlets and identify strengths and areas of potential growth. The Data Analyst will also generate custom reports for internal and external clients and will need a demonstrable ability to turn data into insights to tell compelling stories that will drive decision making.

#### **Candidate Responsibilities:**

- Determine the best methods to gather, model, manipulate and present data across the organization.
- Interpret and translate results from varied sources (i.e., Google Analytics, Stream Guys Reporting, NPR One, Domo, Nielson, etc.) into understandable and relevant insights.
- Develop and execute traditional and digital analysis strategies which empower internal teams to make data-informed recommendations about current and future programs.
- Collaborate with business partners (i.e.: NPR, PBS, and other member stations) to explore new sources of data.
- Aggregate and analyze data about web, social and app engagement, as well as linear and other nonlinear distribution platforms, to extrapolate actionable audience trends.
- Create a regular schedule for reporting to internal stakeholders.
- Work with internal graphic design team to develop one sheets and presentations for relevant stakeholders which highlight insights and findings from analysis.
- Keep up to date on industry trends, tools, and opportunities that will help the organization better understand our audience.
- Work with GPB's sales team to identify and standardize metrics used in sales and marketing materials.

#### **Candidate Qualifications:**

- Bachelor's degree in Data Science, Mathematics, Economics, Finance, Computer Science, Management Information Systems or a similar field preferred; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.
- 2+ years of direct experience with analytics, reporting, data mining, advanced analytical modeling, or data visualization.
- Experience with Tableau and skilled in the use of Python or other modern scripting language.
- Ability to multi-task, collaborate with others, meet deadlines and work in a fast-paced atmosphere.
- Must have the ability to work a flexible schedule to include some nights and weekends.

**We Offer:** Paid holidays, vacation and sick leave, retirement plans; Pre-tax benefits for health, dental, vision, life, specified illness and accidental insurance; Health and child care spending accounts; Disability insurance; and opportunities for training and professional development.

**To Apply:** Upload resume, references, and applicant form on the GPB Job Center located at [www.gpb.org/jobs](http://www.gpb.org/jobs). ONLY Applications submitted through the GPB Job Center WILL BE ACCEPTED.

**Deadline to Apply:** Open Until Filled

**Georgia Public Broadcasting is an Equal Opportunity Employer.**