



RESEARCH ANALYST DEEP ROOT ANALYTICS

Deep Root is a media analytics firm that offers a Data Management Platform (DMP) that leverages the highest quality media consumption data to surface unique, actionable insights to marketers enabling them to effectively and efficiently target their audiences.

To do so, Deep Root uses proprietary data acquisition, blending and modeling methodologies. We match first-party target data to a blended set of large, linked, multi-sourced datasets to provide media analytics dashboards and tools, including custom ratings, optimized media buys, ad occurrence evaluation, media mix modeling, and unduplicated reach analysis.

Job Description – BIG PICTURE

- Our Research Analyst will maintain and operate Deep Root's existing data processes used to analyze media consumption behavior of our clients' target audiences, including political campaigns, advocacy organizations and corporate entities.
- You will be critical in analyzing data and crafting regular reports to be delivered to clients for strategic consideration.

Job Description – DETAILS

- **Use advanced data visualization techniques** to unearth actionable insights from DRA's proprietary, large-linked data sets.
- **Regularly update and maintain** all client dashboards on the Data Management Platform.
- **Write regular reports** after analyzing DRA's proprietary data to be delivered to clients for strategic consideration.
- **Perform complex data matches** in Alteryx to provide clients with station rates matched to their target audience data.
- **Develop and execute quality control measures** to analyze all incoming data into DRA's platform.
- **Support DRA Account Leads** in research and media targeting projects for political, public policy or corporate clients to ensure client's needs are met.
- **Complete other tasks** as needed on a case-by-case basis.

Qualifications – RESUME

- Bachelor's degree preferably in Political Science, Communications, Statistics or related field.
- Some political experience preferred, either for a political campaign, committee, or consulting firm.
- Data visualization experience a plus but not required.

Qualifications – SKILLS

- Superior written and verbal communication skills.
- Experience with Alteryx and other ETL tools a plus.
- Experience with Tableau and other Business Intelligence tools a plus.
- Exceptional problem-solving skills combined with a self-starter attitude.
- Immense attention to detail and ability to communicate high level concepts to others within DRA.

CHARACTERISTICS OF A SUCCESSFUL CANDIDATE

- We are looking for smart, driven, likable and curious people.
- You need to be highly adaptable to a rapidly growing and changing business environment.
- You a natural Storyteller – an effective communicator that can identify, extract and communicate a narrative from a dataset.
- You are a quick learner and problem solver.
- You keep on top of latest developments in field.
- You have an ability and eagerness to constantly learn and teach others.