



AUDIENCE-POWERED ANALYTICS

SENIOR DIRECTOR, CLIENT RELATIONS, PUBLIC AFFAIRS DEEP ROOT ANALYTICS ARLINGTON, VA

Company Overview

Deep Root is an audience-powered analytics company that: identifies a client's ideal audiences, analyzes how the audiences consume media for optimal advertising, integrates the audiences into platforms for linear, addressable and digital ad delivery, and measures how the audiences are being impacted by paid and earned media.

Job Description

Deep Root Analytics is looking for a Senior Director of Client Relations, Public Affairs to manage a portfolio of public affairs clients. This DC-based position reports to the senior leadership team. We are seeking someone with public relations or issue advocacy experience to join the Client Relations team to provide support of, and training on, the Deep Root suite of products, which include media analytics and microtargeting capabilities. The role requires a high degree of understanding of the public affairs ecosystem as well as time management and prioritization skills.

Specifically, the Senior Director of Client Relations, Public Affairs will be responsible for the following:

- Managing a roster of public affairs clients with customer first approach
- Day-to-day execution of onboarding clients, training client users on Deep Root products, conducting ad hoc analyses and providing strategic advice as a trusted advisor
- Working with the Engineering and Data Science teams to prioritize and fulfill client requests
- Working in our Arlington, Virginia office and traveling when required to attend client meetings as a strategic partner
- Collaborating with the Revenue team to ensure client retention and identify additional opportunities
- Collaborating with the senior leadership team to assess client success strategies and continually improve best practices for client relations team



Qualifications & Skills

- Bachelor's Degree
- Five or more years paid experience in public affairs or issue advocacy role(s)
- Proficiency with Microsoft Office
- Experience in survey research or a demonstrably strong understanding of survey research methodology

Preferred Qualifications

- Experience with Tableau and other BI software
- Proficiency in Alteryx, SPSS or other data analytics software
- Knowledge of the media buying and/or digital buying ecosystem

Characteristics of a Successful Candidate

- It is critically important that a successful applicant be a self-starter, have the aptitude to learn and understand the underlying data and product, and, above all, have exceptional problem-solving skills
- Ability to work collaboratively with colleagues across all areas and levels of the company
- Proven ability to multi-task and project manage while adhering to tight deadlines in a fast-paced, but collaborative work environment
- Superior written and verbal communication skills
- Attention to detail and strong organizational skills are a must

Application:

- Please email a resume, cover letter and three professional references to info@deeprootanalytics.com with the subject line: SENIOR DIRECTOR CLIENT RELATIONS PUBLIC AFFAIRS