POSITION DESCRIPTION

Job Title:	**Digital Products Data Analyst**
Reports to:	**Director of Digital Products**
Classification:	**Exempt**
Date:	**July 2024**

Job Summary

The Auto Care Association is the voice for the auto care industry—a coast-to-coast network of 500,000 independent manufacturers, distributors, parts stores and repair shops offering quality, choice and innovation for drivers. The Auto Care Association keeps its members ahead of the curve so they can continue to serve every kind of vehicle on the road today—providing parts and services designed to make vehicles last longer, perform better and keep drivers safer.

We are seeking a highly motivated and detail-oriented Data Analyst to join our dynamic team. This role is pivotal in supporting our Digital Products initiatives, with a focus on driving standards subscriptions, managing the brand table, and identifying potential subscribers. The ideal candidate will possess a strong analytical mindset, exceptional communication skills, and a passion for leveraging data to optimize digital product business strategies.

This role involves:

Data Analysis and Reporting:
- Conduct comprehensive data analysis to support digital product initiatives.
- Develop and maintain reports and dashboards to track subscription performance and brand engagement.
- Identify trends, patterns, and insights from data to inform strategic decisions and enhance sales processes.

Standards Subscriptions Management:
- Assist in the administration and optimization of standard subscriptions.
- Monitor subscription activity and identify opportunities for upselling and cross-selling.
- Collaborate with the communication and standards teams to develop strategies that increase subscription renewals and new sign-ups.

Brand Table Management:
- Maintain and update the brand table, ensuring accuracy and relevance.
- Analyze brand performance and provide actionable insights to enhance brand positioning and market presence.
- Work closely with members for brand managers to align data with the member requirements

Prospecting and Lead Generation:
- Identify and analyze potential subscribers to expand our customer base.
- Assist in the development and implementation of prospecting strategies to attract and engage new subscribers.
- Utilize AMS/CRM tools to manage leads, track progress, and optimize the subscription pipeline.

Cross-functional Collaboration:
- Partner with communication, standards and product development teams to align efforts and achieve business goals.
- Provide data-driven recommendations to support campaign planning, product launches, and promotional activities.
- Communicate findings and insights effectively to stakeholders at all levels of the organization.

Continuous Improvement:
- Stay current with industry trends and market developments.
- Identify opportunities for process improvements and contribute to the development of best practices in data analysis and strategies.
- Participate in training and development programs to enhance skills and knowledge.

Qualifications:
- Bachelor's degree in Business, Marketing, Data Science, or a related field.
- 2-4 years of related work experience suitable in place of a Bachelor's degree

- Proven experience in sales analysis, data analysis, or a similar role.
- Proficiency in data analysis tools (e.g., Access, Excel, SQL, PowerBI).
- Strong analytical and problem-solving skills with a keen attention to detail.
- Excellent communication and interpersonal skills.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Ability to work independently as well as with individuals across disciplines, organizations, and seniority levels in team settings
- Basic experience in website content creation and editing a plus
- Experience in the digital products or technology sector.
- Knowledge of subscription-based business models.
- Familiarity with marketing automation tools and techniques.
- Experience within the aftermarket industry a plus
- ACP (Automotive Content Professional) designation preferred
- Preferred experience working with AMS/CRM systems

Working arrangement:

- This position can be performed remotely (within the United States, except California) and does require periodic travel to association events.

At Auto Care Association, we recognize and appreciate that each employee's unique experiences, perspectives, and viewpoints add value to our ability to create and deliver the best possible service, technical assistance, and research to members and partners.

Our Core Values of Teamwork, Curiosity, Integrity, and Fun (TCIF) help to create an environment where all employees feel valued, included, and empowered to do their best work, and bring great ideas to the table.

We operate as one team, accountable to one another and grow stronger by sharing knowledge, collaborating, and working toward common goals. We embrace change and constantly strive to be better through seeking out information and learning from one other. We lead by example and do what's right, even when no one is looking. We also very much enjoy our time at work by creating opportunities to have fun and develop friendships.

If you are a dynamic professional with shared beliefs and the above qualifications, we would like to hear from you.

Please send your resume and cover letter to: Lea Diamond, Vice President of People Operations at autocarejobs@autocare.org.