

Job Description: Data Analytics Manager(s)

Title: Data Analytics Manager(s)

Location: Greater Toronto Area / Remote

Terms: Immediate - July 2025

Hours: Estimated 6 hours in November 2024 and 1-2 hours per month until July 2025

Salary: This is a volunteer position

About the Role

Reporting into the Vice President of Data Analytics & Brand Management, we're looking for one or two data analytics managers to plan, set up, and manage standing reports in the chapter's Google Analytics 4 (GA4) and Hootsuite accounts. This role will help IABC/Toronto to more efficiently analyze its social media and website activities, and is a key contributor to the chapter's communications and data strategies.

This is a great opportunity for a student or professional who has some experience and interest with data analytics tools and best practices, and is wishing to add this integral skill to their portfolio.

Responsibilities

- In collaboration with the VPs of Data Analytics & Brand Management and Communications, Marketing & Digital Media, determine the most appropriate data to be captured
- Set up standing reports in the GA4 platform
- Set up standing reports in the Hootsuite platform
- Pull, share, and participate in the analysis of the reports on a monthly basis
- Keep internal collaborators informed of the project(s) status and identify when extra support is needed

Top 3 Reasons to Apply

1. Analytics is a sought-after skill required by communications professionals. This is a great opportunity to deepen your analytics knowledge, share your learnings with communications peers, and set yourself apart
2. Network and collaborate with an incredible team of industry professionals
3. Show off your skills to potential employers/clients

Requirements

- Must have an active IABC Toronto membership

Skills Considered Advantageous

- Intermediate understanding of Hootsuite and/or Google Analytics 4

About Us

IABC/Toronto is the world's largest IABC chapter. IABC is recognized as the professional association of choice for communicators and is committed towards establishing and supporting the highest professional standards of quality and innovation in organizational communication.

Apply in two easy steps

1. Fill out our [volunteer application](#) found here
2. Send an email to toronto-volunteers@iabc.to indicating what position you're interested in