

FARM JOURNAL

eMedia Analyst

Department: Crop Editorial

Location: Lenexa, KS

Reports to: News Director

POSITION DESCRIPTION

The **eMedia Analyst** conducts general qualitative and quantitative research to provide current, relevant data and trends on eMedia and media products for the Farm Journal Media crops content team. This includes metrics, A/B testing, social media listening and polls and identification of competition and key influencers. This role is responsible for analyzing cross-platform media content that maximizes the audience experience to accelerate the digital and print brands' competitive positioning on both the editorial and marketing services fronts. The professional will work with the National News Director and Content Strategy Director, Crops.

Essential Duties and Responsibilities

These duties include, but are not limited to, the following: (Other duties may be assigned.)

- Analyze campaign performance and research results using a variety of numerical and IT tools to help meet the company's business goals.
- Summarize and finalize data at the end of projects.
- Enter data into relevant databases.
- Offer insights from metrics about audience demographic and behavioral data to target and further engage readers.
- Analyze the crops brand's social media presence and power.
- Quantitatively track key competitive content to analyze editorial mix, quantity and quality.
- Work closely with Content Strategy Director of the Crops Group and developers to provide best-in-class digital platforms and products via websites, eNewsletters, mobile messaging, social media, mobile apps, podcasts and OTT.

Skills/Professional Experience

These qualifications include, but are not limited to, the following:

- Experience working in Drupal environment
- Strong research skills
- Attention to detail
- Inquisitiveness
- Ability to work collaboratively
- Numerical skills
- Analytical abilities

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- IT skills
- Superior problem-solving skills
- Familiarity with the agile product development and execution methodology

Additional Attributes

- Hands-on social media proficiency
- Strong project management skills
- Ability to quickly master new software
- Experience with real-time analytics and segmentation software

For more [information](#) or questions on any Farm Journal job postings, please contact:

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