



Senior Director Analytics

Montreal - Full-time - 744000151693289

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The Global Publishing organization is seeking for a Senior Director Analytics. You will be responsible for defining and executing on the long-term analytics strategy for the Publishing organization, as well as providing data-driven insights on marketing, sales and player performance and recommendations to optimize player acquisition and engagement across Ubisoft games.

WHAT YOU'LL DO

- Define analytics roadmap and strategy for Publishing Organization in collaboration with various cross-functional teams and partner with IT to deliver on that roadmap.
- Proactively explore new opportunities in the area of analytics and data science to measure and assess the performance of our marketing actions.
- Drive interpretation, socialization and adoption of data insights and dashboards
- Collaborate with Executive Publishers and Global Marketing Services leadership team to develop strategy, benchmarks, goals, and KPIs throughout the entire marketing funnel from awareness to purchase.
- Develop statistical models to understand the relationship between different campaign factors/attributes and sales and support marketing teams with planning campaigns and setting the media mix
- Analyze online and offline player behavior and journey and build multi-touch models.
- Champion the use of consistent A/B testing methodology and the measurement of impact/lift.
- Run monthly Analytics meeting, providing strategic insights to leadership team.

WHAT YOU'LL BRING

- Accomplished leader with a track record of building, developing and managing high-performing Analytics and Data Science teams.
- Proven ability to define and execute a long-term analytics vision while delivering measurable business impact in the short term.
- Strong expertise in quantitative analysis and data science methodologies, with experience leveraging analytics to drive marketing, sales and player engagement strategies.
- Expert in analyzing large, complex and multi-dimensional datasets using a variety of analytical tools; proficiency in SQL and familiarity with programming languages such as Python or R.
- Exceptional communication and storytelling skills, with the ability to influence senior leaders and present insights to both technical and non-technical audiences.
- Demonstrated experience collaborating with executive stakeholders and cross-functional teams within large, matrixed organizations.
- Team player with a proactive, solution-oriented mindset.

Key Attributes

- Strategic and visionary thinker
- Inspiring people leader
- Decisive and results-oriented
- Assertive influencer
- Curious and innovative problem-solver