



The Scientific Consulting Group, Inc.

656 Quince Orchard Road, Suite 210

Gaithersburg, MD 20878-1409

Phone: 301-670-4990

Fax: 301-670-3815

Job Ad – Digital Communications Data Analyst

Consulting firm in Gaithersburg, MD, is seeking for a Digital Communications Data Analyst to join our team.

The Digital Communications Data Analyst at SCG will be a trained analytics professional with proficient knowledge of web, social, and email data and analytics. In this role, you will collaborate closely with technical and nontechnical staff to produce and maintain analytics reports. You also will use technical skills and software to maintain and validate data sources, visualize multiple streams of data, and evaluate results to effectively communicate outcomes and recommendations to clients.

Key Responsibilities:

- Serve as a key resource for web, email, and social analytics, as well as developing recommendations for client to make data-informed decisions.
- Monitor and analyze data, produce *ad hoc* dashboards and reports.
- Generate a wide range of daily, weekly, bi-weekly, and monthly reports.
- Provide regular detailed reporting to management and clients.

Required Qualifications

- Bachelor's degree and/or 1-3 years of relevant experience
- Excellent analytical, organizational, and time management skills
- Experience using data and metrics to drive improvements across digital communication platforms (website, social, email).
- Collaborative skills—ability to engage with a team of in-house staff in different departments.
- Adaptability in a fast-paced, multi-task environment with shifting priorities.
- Ability to obtain a government-issued Security Clearance.
- High degree of proficiency with Microsoft Office, especially MS Word, Excel, and PowerPoint.

Technical/Desirable Qualifications

- Proficiency in GA4, Google Tag Manager, Digital Analytics Program (DAP).
- Familiarity with data visualization tools such as LookerStudio, Tableau, Excel, PowerBi.
- Familiarity with A/B testing concepts and best practices, including experience with setting up and executing web testing.
- Work experience with the NIH or with government contractors a plus.

This hybrid position offers the ability to work remotely two days a week. SCG offers a competitive compensation and benefits package. Interested candidates should submit a resume and cover letter.

SCG is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.