Contract Data Analyst – Canada (Remote)

Title: Contract Data Analyst
 Reporting to: Head of Product
 Location: Remote (Candidates must be based in Canada: Vancouver, Calgary, Edmonton, Toronto, Montreal, Ottawa, Saskatoon, Regina, Winnipeg)
 Region: Canada
 Type: Contract

Note: We are not interested in outreach from HR recruiters, agencies, or outsourced sales services.

About Autograph

Autograph is transforming the automotive industry with cutting-edge data, reporting, and AI solutions. Backed by North America's top dealer groups, we empower businesses with actionable insights to drive success.

The Role

We're looking for a sharp, detail-oriented **Contract Data Analyst** to help our clients make smarter, faster marketing decisions. You'll dig into web and marketing data to uncover trends, highlight opportunities, and translate complex metrics into clear, actionable insights that dealership executives can understand and act on.

What You'll Do

Analyze Web & Marketing Performance:

- Dive into GA4 and website interaction data to monitor traffic trends, identify high/low-performing pages, and flag issues (e.g., sharp drops in leads).

- Evaluate paid media campaigns across Meta, Google Ads, Bing Ads, and third-party marketplaces to assess ROI and lead efficiency.

Generate Actionable Insights:

- Identify opportunities to adjust budgets, landing pages, or inventory promotions based on lead performance and vehicle interest.

- Connect trends across different datasets — e.g., match web demand with inventory stock, or link campaign performance to actual vehicle sales outcomes.

Proactively Flag Problems & Opportunities:

- Surface early indicators of performance drops — e.g., underperforming campaigns, lead volume shifts, or overstocked vehicles with low visibility.

- Help customers answer key business questions like: "Why did my leads drop last week?" or "What vehicles are selling despite low ad spend?"

Summarize Findings Clearly:

- Turn complex data into simple, digestible summaries for executives and marketing managers.

- Support client reporting workflows with visuals, charts, and commentary that make sense to non-technical audiences.

What We're Looking For

- 2–4 years of experience in a marketing or web analytics role, ideally supporting multiple brands or clients.

- Comfortable using GA4, and familiar with paid media platforms like Meta Ads, Google Ads, and Bing.

- Experience working across multiple datasets and thinking critically across systems (e.g., traffic + leads + sales + inventory).

- Comfortable collaborating with data engineers and using BI tools like Tableau, Power BI, or similar platforms.

- SQL experience is a plus but not required — we care more about your analytical thinking than your coding skills.

- Automotive or retail analytics experience is a bonus, but not required.

Why Join Us?

- **Startup Culture:** A fast-moving, high-impact environment where your work drives real results.

- **Growth & Learning:** Direct mentorship, skill-building opportunities, and career development.

- **Work-Life Balance:** We value success *and* your well-being.

- **Fully Remote:** Work from anywhere in Canada, while staying connected with a collaborative digital team.

How to Apply

Please email your resume to info@autographanalytics.com

Be part of a team redefining automotive data - let's connect!