

Dear Sir or Madam:

The Obama for America analytics team is hiring quantitative analysts for the 2012 campaign. We obtained your contact information from your university's web site – can you send your best and brightest to us? We're looking for recent graduates or current students with significant quantitative experience in economics, political science, math, statistics, computer science, Web analytics or marketing analytics.

Obama for America's Analytics department analyzes the campaign's data to guide election strategy and develop quantitative, actionable insights that drive our decision-making. We are a multi-disciplinary team of academics and organizers, statisticians, mathematicians, software developers and general analysts—all striving for a single goal: re-electing President Obama. Our team's products help direct work on the ground, online and on the air.

We are hiring Statistical Modeling Analysts, Analytics Engineers, Battleground States Elections Analysts and Communications Analysts of all levels to join our department through November 2012 at our Chicago headquarters.

To learn more about each position, visit us online or forward this message to your top candidates:

<http://my.barackobama.com/page/s/o2012-analysts-job-app>

If you'd like to recommend a particular student, feel free to send a letter to me at [analyticsjobs@barackobama.com](mailto:analyticsjobs@barackobama.com)

- Dan

Chief Analytics Officer

## Job Descriptions:

<http://my.barackobama.com/page/s/o2012-analysts-job-app>

**Statistical Modeling Analysts:** Statistical Modeling Analysts are charged with predicting electoral outcomes using statistical models. These models will be instrumental in helping the campaign determine how to most effectively use its resources.

**Analytics Engineers:** We are looking for analytics engineers and scientists in our Chicago headquarters to work on text analytics, social network/media analysis, web personalization, computational advertising, and online experiments & testing. Ideal candidates would have a background in predictive, text, and network analytics for online, web, ad and social media data and experience with digital marketing analytics.

**Communications Analysts:** Our Communications Analysts will leverage our data to inform our state and national communications programs. We're looking for creative, data-experienced individuals with media, advertising, public relations or other experience -- but with a deep analytical tool kit.

**Battleground States Election Analysts:** Battleground States Elections Analysts are responsible for analyzing and understanding campaign and political data, leveraging that understanding into discrete strategic insights, and communicating those insights to OFA state campaign leadership. These individuals will analyze data across channels -- including voter contact, digital and communications -- to provide the states with comprehensive strategic and tactical guidance. Battleground States Elections Analysts will be especially important for advising the states' large direct voter-contact programs.