

Marketing Analyst (MA)

Analytics & Insight

Full time, Exempt

General Description:

A data driven marketing strategist; the Marketing Analyst is responsible for computing, researching and analyzing relevant data regarding constituents, markets, competitors and campaigns for qualitative and quantitative purposes. Ideal candidates use SQL programming knowledge and a foundation of statistical methods to manipulate data for analysis and modeling, working together with agency team members and partners to interpret findings and build solutions.

Primary Responsibilities:

- Manage and perform multiple analytics projects for one or more agency clients
- Work and partner directly with cross-functional agency team to support client marketing solutions
- Support agency solutions within the areas of insight, optimization and measurement, through a collaborative, consultative and educational approach that meets client's needs and drives results
- Prepare and analyze reports on campaign and donor performance for clients
- Research trends using data mining and statistical analysis techniques
- Use analytical decision models and predictive analytics methods to recommend campaign decisions and optimize performance results across a variety of key performance indicators
- Design experiments to answer specific business questions
- Recommend strategies and formulate hypotheses for the usage of all types of data including KPI's, behavioral attributes, demographics and attitudinal factors across various applications (e.g. segmentation, targeting, positioning, forecasting, reporting, etc.)
- Introduce new innovative techniques for handling and interpreting data using available technology and programming tools

Position Requirements

Technical Competencies:

- Experience using SQL to perform complex data manipulation and analysis techniques
- Other data tools (R, SAS, SPSS, etc.) a plus
- Fundamental understanding of relational database design and reporting systems
- Familiar with basic analytical methodologies and techniques (sampling, population bias, statistical testing, etc.) and mathematical theories (Occam's Razor, Pareto Principle, etc.)
- Strong interpersonal skills including ability to effectively communicate and persuasively provide recommendations to diverse audiences
- Analytical thinker with the ability to discover hidden insights or complex patterns through a combination of quantitative and qualitative analysis techniques

JOB DESCRIPTION

- Experience executing analytic tasks (including but not limited to data mining, predictive modeling, segmentation, experiment design, forecasting, etc.) and create meaningful outputs
- Strong working knowledge of Microsoft Excel, PowerPoint and Word for building reports, developing presentations and preparing written documents to be provided to clients
- Contemplates and understands the value of donor/customer-centricity and its relevance to optimizing experiences within marketing solutions

Behavioral Competencies:

- Continuous Learning
- Integrity
- Christian Congruency
- Problem Solving
- Communication
- Responsive to Customer Needs
- Resource Maximization
- Stewardship
- Initiative and Risk Taking
- Self-Mastery
- Collaboration
- Innovation and Change
- Diversity
- Planning and Organization
- Quality Results

Work Experience:

- 2+ years of Marketing Analysis experience desired
- Nonprofit experience a plus

Educational Requirements:

- Math-related or Marketing undergraduate degree
- Some statistics background, skills and tools required