



Marketing Analyst Position Profile

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Position Summary

The Marketing Analyst position is a member of the CESM operations team and, as such, plays an important role in maintaining and growing existing client relationships. The role is both strategic and operational in nature and encompasses the following:

- Analysis of all types of business data to determine trends across marketing channels to identify strategic insights
- Ability to integrate existing marketing programs and distill specific performance metrics that can be used to determine the effectiveness of each marketing program
- Identify key insights and trends and suggests optimizations to meet performance objectives consistent with marketing plans and business needs
- Leverage relatable campaign results for future marketing strategy and new business opportunities

This position reports directly to the CEO and has potential for management advancement. Ideal candidates will possess 3-5 years of related work experience.

Primary Responsibilities:

- **Duties will be distributed across 3 functional areas:**
 - Strategic analytics and visualizations
 - Perform analyses, and create visualizations translating data into reports and dashboards
 - Create in-depth brand/consumer analysis and segmentations
 - Deliver ad-hoc analysis and research projects as needed
 - Use analyses to design strategies including graphic visualizations of data for client assessments and future campaign strategy
 - Create analytical structures that help define marketing strategy (diagnostic and predictive analytics)
 - Acquire knowledge of client's business so that marketing and advertising problems and opportunities may be anticipated
 - Collaborate with employees and assist with business development initiatives as needed
 - Client engagement and project management
 - Coordinate analyst team activities and ensure project tasks are completed on time
 - Schedule and facilitate project-related team meetings communicating action items, delivering weekly status reports to account service team, clients, and management
 - Data manipulation and processing
 - Ability to aggregate data from multiple sources to produce clear and accurate KPI and ROI analyses



- Working knowledge of the extraction, interpretation, and preparation of both quantitative and qualitative data sets
- Experience with SQL, SAS, C#, Java, R, Hadoop, Hive, Python a plus
- Additional duties assigned as needed

Education, Experience and Essentials for Success

Experience

- Extensive experience in the use of data visualization tools such as Piktochart, Canva, or LucidChart
- 3-5 years of experience in developing and fully utilizing new data sets, setting up and executing reporting protocols, and adapting them on demand
- 3-5 years of experience in report development
- Embraces the importance of telling compelling client stories through data visualization
- Ability to contribute to client briefs, marketing strategy or tactical plans, audience segmentation that are in synch with marketing goals and objectives of the our clients
- Quickly adaptable client centered thinking
- Strong analytical skills analyzing financial data or marketing data
- Strong quantitative and qualitative analysis capabilities
- Assist Marketing and Operations with campaign analysis, ROI, and payback analysis
- Ability to learn new software programs/languages as they relate to data analysis, reporting, and data visualization

Education

- Degree in related discipline or experience (MIS, Analytics, Marketing, Finance)
Bachelor's/Master's degree in a related discipline preferred)

Essentials for Success

- Understanding of primary marketing channels such as DM, Radio, TV, Online and Social/Mobile
- Interest and ability to thrive in a “startup” atmosphere
- Strong project management skills; ability to capture and manage action items
- Excellent time management skills; ability to manage multiple details and deadlines in a multi-tasked environment; good oral and written presentation skills
- A self-starter, highly motivated, "get-the-job-done" attitude
- A strong commitment to the Customer Experience
- Entrepreneurial spirit challenged by the mission to help to grow a company
- Superior professional presence and business acumen
- Ability to see the “big picture” and prioritize appropriately
- “Whatever it takes” approach to solving complex business scenarios
- Understands a “team” concept



All employees benefit from a highly competitive compensation and benefit structure.

Interested Applicants should forward a resume and cover letter to employment@causeandeffectstrategy.com for immediate consideration. Qualified Applicants will be contacted to schedule interviews.

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