



## Data Analyst - Position Profile

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### Position Summary

The Data 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 operational and strategic in nature and encompasses the following:

- Expert working knowledge on the extraction, interpretation, and preparation of both quantitative and qualitative data
- The creation and maintenance of databases, process automation, and developing end-user reporting and visualizations to support data-driven decision making
- Implementation of reporting and analytics strategies to strengthen client relationships, accomplish client goals, and drive revenue
- Analysis of varying types of business data to determine trends, identify strategic insights and growth opportunities

This position reports directly to the Director of Analytics & BI and has potential for management advancement. Primary responsibilities are distributed across two major functional areas:

- **Data manipulation and processing (65% +/-)**
  - Aggregating, scrubbing, and preparing data sets from multiple sources
  - Design tests in conjunction with marketing leads, as well as provide analysis used to plan marketing campaigns
  - Communicate internally with Account Service team about status of work and any issues with work in progress
- **Strategic Analytics and visualization (35% +/-)**
  - Use analyses to design strategic deliverables including reports and data visualizations for client review and future marketing strategy
  - Create analytical structures that help define marketing strategy (descriptive and predictive analytics)
  - Create reporting and tracking methodologies that help define marketing strategy
  - Collaborate with team members and assist with business development initiatives as needed
- Additional duties assigned as needed

### Experience, Education, and Essentials for Success:

#### *Experience*

- High level SQL skills and/or SAS skills
- Skilled with C#, Java, R, Hadoop, Hive, Python



- Experience in database development
- Skilled with data visualization techniques and tools such as Tableau, Sisense, SAP Business Objects or others
- Experience with mail processing software such as BCC, Accudata, Anchor or Satori Software is a plus
- Extensive knowledge of data structure and manipulation techniques is a must
  - Relational database skills required
- 2-4 years of experience in utilizing tools to extract data points across multiple systems
- 2-4 years of experience with data analysis and preparation/processing, including experience with large data sets
- 2-4 years of experience in report development
- Proficiency with standard business and database software (MS Office, Microsoft PowerPoint, MS Access, MS Excel, SQL), high proficiency in Microsoft PowerPoint
- Ability to assist Marketing and Operations with financial campaign analysis, ROI and payback analysis
- Ability to learn new software programs/languages as they relate to data analysis, reporting, and data visualization

#### *Education*

- BS Degree in related discipline or experience (Data Science, MIS, Computer Science, Marketing, Finance)
  - MS or MBA 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](mailto:employment@causeandeffectstrategy.com) for immediate consideration. Qualified Applicants will be contacted to schedule interviews.**

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