



JOB TITLE: Senior Analyst
REPORTS TO: Senior Consultant/Manager/Director
SUPERVISES: N/A
DEPARTMENT: Analytics
LOCATION: Dallas, TX

JOB RESPONSIBILITIES:

- Conducts data and analytically-intensive tasks necessary to generate campaign findings, analytic insights and recommendations to enable continuous, measurable improvement of client's direct marketing campaigns.
- Utilize database knowledge, programming skills and data manipulation / query tools to produce actionable reports (e.g. list counts, ad hoc queries, campaign summary reports, etc.) to meet client needs.
- Utilize data analysis and statistical techniques to develop analytic insights, recommendations and hypotheses.
- Ensure the quality of the data environment, processing steps and deliverables of all analytic projects.
- Liaison with database and other internal teams to define requirements and timelines to ensure the timely and accurate delivery of data elements required for analytic projects.
- Summarize and communicate analytic findings, insights and recommendations via executive-level summary documents and presentations to support management decision-making.
- Develop direct mail campaign test designs and documents test requirements in learning plans.
- Actively look for ways to improve efficiency and/or quality of marketing science processes and deliverables.
- Interacts with: Sr. Managers, Consultants, Sr. Analysts, Analysts, Project Managers, Account Managers and Supervisors, external clients (peer to executive level), and external vendors and partner agencies.

QUALIFICATIONS REQUIRED:

- Bachelors degree in a quantitative field or business with quantitative work experience (required).
 - Post graduate degree in a quantitative field or MBA (a plus but not required).
 - 5+ years work experience in marketing data analysis.
 - Advanced SAS programming skills.
 - Strong background in data creation, manipulation and analysis (including experience with transactional data).
 - Experiential knowledge of Direct Marketing techniques for: testing and evaluation of campaign elements, tracking and measurement of campaign metrics, and analysis and reporting of campaign metrics.
 - Strong basic statistics background.
 - Basic knowledge of different statistical techniques (Discriminant analysis, Logistic regression, CHAID, Cluster analysis, Factor analysis, etc.).
 - Basic knowledge of experimental/test design.
 - Experience in marketing research, direct marketing and/or marketing analytics.
 - Understanding of advertising/marketing business issues and business service industry dynamics.
 - Experience with interactive data a plus but not required.
 - Significant demonstrated experience with data set creation and data manipulation (sorting, merging, variable creation).
 - Excellent written and verbal communication skills.
 - Must be able to juggle multiple projects simultaneously with strong attention to detail.
 - Must be able to work additional hours as needed.
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