



SIGMA Marketing Insights Open Position Description

Marketing Analyst

SIGMA Marketing Insights is committed to the policy of equal employment opportunity. This policy expressly prohibits discrimination on the basis of sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, disability, genetic predisposition or carrier status, veteran status or status as a member of any other protected group or activity.

Position Summary

As a Marketing Analyst, you will enhance our clients marketing outcomes. You will collaborate with team members to understand our client's business challenges and determine how to make improvements. This position helps to bring analytical rigor and statistical methods to marketing programs to measure how effective they have been in the past and to make recommendations on how they can improve in the future. Your ultimate responsibility is to help find actionable insights in our client's data that can drive their success forward.

SIGMA helps its clients "Do more with their data." We hire people who are naturally curious, eager to learn, and love digging into the data. When we do our best, we help our clients shine and help make their organizations ever better.

Responsibilities

- Learn and understand our clients' business in order to help address their business objectives
- Collaborate with clients and co-workers to gather requirements, interpret data, perform analyses, and develop reports
- Determine appropriate quantitative and qualitative methods for addressing clients' marketing challenges
- Design, manage and deliver in-depth client analyses, such as customer profiling, segmentation, predictive models, post-program measurement and other ad-hoc projects
- Perform exploratory data analysis and data mining, including aggregating data from multiple sources and incorporating large national datasets
- Evaluate the productivity and profitability of marketing campaigns, produce ROI and KPI reports, and identify opportunities for improvement
- Develop insightful, high-quality business intelligence reports and dashboards
- Present analytical findings to clients via either in-person presentations or phone calls
- Project management responsibilities include client communication, internal team management, project tracking, and the packaging and presentation of deliverables
- Additional duties as assigned

Required Experience/Behavior

- Bachelor's degree in statistics, math, economics, operations research, or related quantitative field, or bachelor's degree in marketing with a quantitative minor
- Experience, knowledge, and comfort with SQL, R, SPSS, SAS, or another technical programming environment, as well as basic database design and structures
- Proficiency with Microsoft Word, Outlook, PowerPoint, and Excel –including advanced pivoting and other functions
- Experience in answering key business questions, interpreting analytical output and providing strategic recommendations
- 1-3 years of relevant work experience
- Passion for data and marketing analytics

Preferred Experience/Behavior

- Knowledge about direct marketing and/or database marketing
- Experience working in an agency environment
- Experience in designing and developing customer-facing dashboards/reports with business intelligence tools such as Tableau
- Familiarity with Alteryx a plus
- Familiarity with statistical methods such as regression analysis and clustering
- Interest in using new methods, and staying on the cutting edge through lifelong learning
- Work experience in a team-oriented, deadline-driven environment; being self-motivated and proactive, willing to help, and working on multiple projects simultaneously
- Excellent verbal and written communication skills
- Interest and/or experience in a “startup” business environment
- High level of work ethic, accuracy and efficiency

To apply for this position at SIGMA, go to sigmamarketing.com and:

1. Download and complete the job application
2. Send your résumé, cover letter, and completed employment application to: Adam Smith, Senior Marketing Analyst: asmith@sigmamarketing.com