



Marketing Analyst

The Marketing Analyst is the central authority for marketing performance (KPIs, benchmarks, targets, etc.), providing the marketing team and profit and loss center leaders with insights and analytics to help them make informed business decisions about marketing programs and campaigns. This role is responsible for management of the marketing database and supporting qualitative, predictive models for outbound activities. The Marketing Analyst also provides functional support to the various profit and loss centers as follows:

Membership:

- Build and manage the reporting architecture for membership programs to support maximization of the return on marketing campaigns across both digital and traditional channels.
- Report on list performance to identify profitable segmentation and cross-selling opportunities and recommend improvements for list selection.
- Develop and maintain membership retention reports and analyze the data to recommend metrics for measuring membership engagement.
- Calculate and report changes in lifetime value for members to improve marketing campaigns.

Professional Learning:

- Utilize data from the marketing database to optimize list selection and make projections for all conferences and learning events.
- Develop and report on key performance indicators and trends to support changes in strategies and tactics that may be needed to achieve optimal attendance or participation.
- Provide regular performance reports on the status of the sales pipeline using data from Salesforce.com and the return on investment of marketing campaigns.

Digital Content & Publications:

- Monitor performance and provide timely reporting on all marketing campaigns for published work (digital and traditional).
- Evaluate sales of product content in catalogs, emails, social media, Education Week MarketPlace to suggest products based on sales history and to manage matchback services.

To qualify, the ideal candidate will have:

Knowledge

- A four-year college degree from an accredited college or university in a related field is preferred.
- Broad knowledge of marketing, sales, advertising, direct mail, e-marketing and statistics is required.
- Production and database marketing knowledge is useful.
- Extensive knowledge of spreadsheet applications (e.g., Excel) and statistical analysis software is required.

Skills and Abilities

- Ability to communicate key features of complex data analysis in an easy to understand manner to stakeholders of all levels.
- Ability to synthesize, analyze, and make sense of large amounts of data and information and translate that information into actionable and strategic marketing recommendations and reports.
- Ability to work both autonomously with limited supervision and collaboratively with project team members to achieve desired goals.
- Ability to handle multiple assignments simultaneously which adhering to tight deadlines and quality standards.
- Ability to communicate clearly and effectively in both verbal and written communications and develop collegial relationships with all levels of employees.
- Ability to create analytics dashboards and reports that convey meaningful information.
- Ability to learn and use web-based office applications for online collaboration and document/content management.
- Ability to use Windows, Microsoft Office, internet browser applications and other basic office software to produce reports and documents.

Experience

- Three or more years' experience of demonstrated experience developing and monitoring key performance indicators, analyzing data, and creating actionable reports is required.
- Experience in a non-profit or service-oriented organization is helpful.

To apply for this opportunity, send your cover letter (including salary requirements) and resume to go to hr@ascd.org.

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