

Marketing Programs Analyst

Position: Marketing Programs Analyst

Job Number: 0517-15

Status: Full Time

Channel Fusion is the trusted channel marketing management partner of America's top brands. We bring the passion to help our customers optimize their channel marketing programs through best practices, continuous improvement, performance insights and technology solutions; resulting in measurable results. We specialize in providing high touch, exceptional channel support services and custom technology solutions.

We are looking for a Marketing Operations Analyst to join a results-oriented and dynamic channel marketing team. The ideal candidate must bring a passion for relationship building, analytical thinking, and reporting know-how. As a key consultant to our customers' sales organization, this role provides data analysis and reporting, process analysis, and program management support. He/she must be a team player who can learn quickly, communicate clearly and efficiently and maintain the highest standard of quality. Responsibilities include:

- Organize data and generate deep customer insights to enhance sales force productivity and effectiveness.
- Help drive direction on strategic initiatives such as new programs, new marketing assets, and guideline changes through quantitative and qualitative analysis.
- Detect and analyze emerging customer trends such as marketing activities & priorities, spend, and broader industry inputs. Help determine how the business can respond to these changing dynamics to drive greater sales success.
- Help efforts to increase reporting efficiency and effectiveness, including presentation and customer communications.
- Take a proactive lead in identifying business indicators, defining data analysis requirements, integrating data from different sources, and translating this complex information into easily digestible dashboards and reports.
- Support ad-hoc data analysis requests by extracting and analyzing data, consolidating feedback into actionable recommendations and presenting/providing findings to stakeholders.
- Evaluate customer feedback, both formal and informal, and create presentations for stakeholders.
- Perform regular quality assurance/quality control checks on assigned client accounts to ensure accuracy of data entry, guideline compliance and effectiveness of spend.
- Monitor data quality within the database and ensure needed data points are being accurately captured through operational processes. Recommend improvements for modifications and optimizations that inform insights and strategy.

Knowledge, Skills and Abilities:

- Bachelor degree. Business, statistics or management information systems preferred
- 2+ years data analytics experience, preferably in a marketing environment or at an agency or technology company, internships considered
- Advanced Microsoft Excel skills. Basic knowledge of SQL and report writing a plus
- Experience with website analytic platforms such as Google Analytics
- A strong mix of analytical skills and strategic thinking with a demonstrated ability to drive business results
- A solid understanding of marketing and related metrics
- Proven ability to build and leverage customer relationships
- Excellent written and verbal communication and data presentation skills
- Ability to work in a fast-paced, constantly evolving environment
- A positive attitude and ability to work in a collaborative team environment

Channel Fusion offers a fun, family-focused environment, competitive wages, and a comprehensive benefit package. To apply for this position, e-mail a resume and cover letter including salary requirements to Human Resources at jobs@channel-fusion.com. EOE/AA/M/F/D/V