

<b>Position Title:</b>	<b>Marketing Analyst</b>	<b>Department: Marketing</b>
<b>Reports To:</b>	<b>Director of Marketing</b>	<b>FLSA Status: Exempt</b>

### **General Summary:**

The Marketing Analyst is a critical role on the marketing team. You will help lead our reporting and analytics practice on the marketing team, partnering with key stakeholders to build our measurement learning agenda. This role will evaluate and analyze the performance of each marketing campaign against target KPIs, such as conversion, click rates and cost per campaign/sale, providing optimization recommendations. Additionally, this role will be responsible for keeping a pulse on new and emerging trends in the marketing space that allow us to deliver smarter, more efficient, innovative marketing efforts.

The ideal candidate will have 2+ years of experience in generating and analyzing reports and data related to marketing analytics. This role requires an understanding of inbound and outbound marketing activities and how leads flow through the sales funnel. A passion in analytics and marketing while having the ability to tell a story using data is a key requirement.

### **Essential Job Functions:**

- Partner with the marketing team to strengthen and scale initiatives based on data and customer driven insights and quantify return on investments for marketing and sales efforts.
- Development and management of reports and dashboards that provide actionable metrics used to optimize and drive marketing decisions.
- Proactively work with all levels of marketing staff to understand and establish goals, determine required data sources, and establish marketing benchmarks and metrics.
- Assist in the development of budget and forecasting, as well evaluating advertising costs to set the optimal marketing mix and spend.
- Routinely perform analysis and insight into key metrics and provide recommendations for improving performance in critical campaign areas and throughout the marketing funnel.
- Highly self-motivated, proactive contributor who works well as an individual and within a team environment.
- Be an advocate for data driven everything, share insights on what's working and what's not working to help drive incremental gains in pipeline and revenue.
- Assist in market trends and competitive analysis.
- Assist in data queries and customer lists for marketing team.
- Other responsibilities as assigned by the Director or Marketing. \*

\*These tasks do not meet the Americans With Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

### **Knowledge, Skills, and Abilities:**

- Strong understanding of inbound and outbound marketing best practices.
- Strong data evaluation skills - with the ability to extract and interpret data from various sources and focus on the big picture takeaways of any analysis while owning the details.
- Experience in creating reports and dashboards.
- Highly self-motivated, proactive contributor who works well as an individual and within a team environment.
- Experience with reporting in marketing automation systems such as HubSpot.
- Experience with website analytics tools (Google Analytics, Google Tag Manager, Adobe SiteCatalyst, etc.)
- Experience with digital ad platforms such as Google AdWords, Facebook ad Manager, etc.

- Experience with the measurement of offline media performance, including direct mail.
- Detail-oriented with exceptional computer skills, such as MS Excel, MS PowerPoint, MS Access, SQL, SAS, or similar applications.
- Understanding of key statistical concepts.
- Ability to understand complex systems and dependencies.
- Strong problem-solving and analytical skills; strong aptitude with numbers
- Excellent written, interpersonal, communication skills
- Strong organization skills and attention to detail.

**Education and Experience:**

- Bachelor’s degree or above in business, statistics, finance, economics, or related field
- 2-3 years of experience in marketing analytics, with proven success in designing analytical approaches to understand key business behaviors that drive acquisition, retention, and engagement.

**Physical Requirements:**

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

**Working Conditions:**

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

**Note:** The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

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