

Hf 222- 14532

Database Marketing Strategist –Birmingham, AL

Premier Direct Marketing Agency seeks a marketing analyst/strategist. Based in Birmingham AL, this agency serves large national and regional financial, healthcare, retail and B2B clients nationwide.

Responsibilities:

The Marketing analyst/strategist will support the analysis and reporting functions of our clients' direct marketing programs. Primary functions include designing program segmentation, testing and control group strategies. Advise clients on issues ranging from direct response marketing strategies to results analysis. This position is responsible for understanding business objectives, product offerings, competitive factors, and internal processes, in order to develop appropriate marketing strategies that result in measurable success. Candidate will also assist with data processing projects.

Ideal Candidate Characteristics:

- Experience using MCIF/CRM systems
- Understanding of direct marketing strategies and tactics
- Access, Excel, dBase, SPSS or SAS
- Ability to translate data into actionable items
- Team player and strong work ethic
- Detail oriented while managing multiple priorities

Requirements:

- 4-year College Degree or Advanced Degree
- Minimum 2 years direct marketing or banking experience
- Excellent skills in manipulating and translating data

Salary: \$60,000 to open

Refer to Job#14532- and email MS Word attached resume to Howard Fishman, howard@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Howard Fishman as your contact recruiter.