

OM 285-15441

Manager of Marketing Intelligence-NYC

The Manager of Marketing Intelligence reports to the Director of Marketing Intelligence and is responsible for management of timely reporting and adhoc analytics to support direct to consumer marketing strategies. Additionally, the position will be responsible for screening and negotiating with advanced analytics outsource providers.

- Develop and implement promotional reporting and analytics across businesses and markets to support direct to consumer activity and to facilitate marketing effectiveness and change.
- Collaborate with Relationship Marketing, Media Planning, and Promotional Planning to deliver cross-functional analytics on select projects.
- Work with business managers to evaluate business needs, propose advanced analytical solutions that can deliver measurable results to act on. Present recommendations and findings.
- Measure and develop profitable targeted marketing programs.
- Develop and execute approaches to analyze information relating to customer activity, including segment based analyses, migration analyses (movement of customers between segments), customer value changes, and customer activity
- Develop ad-hoc queries using SAS, DSS Agent or Prime Vantage software applications to provide analytical detail on customer, category and vendor performance
- Build and implement predictive, statistical models to optimize results of direct marketing campaigns
- Work with outside suppliers to develop response and propensity models for DTC campaigns

Requirements:

- Master degree in Business, Mathematics, Statistics, Econometrics, Economics, Computer Science or related field
- Programming proficiency with SAS language including SAS/Base, SAS/Stat, SAS macro language, CHAID, and SQL.
- Working knowledge in applied statistical techniques: correspondence and cluster analysis, classification and regression trees, CHAID, factor analysis, survival analysis, attrition/retention modeling.
- 2+ years experience in database marketing, direct marketing analysis and/or marketing research analyses.
- salary range: commensurate with experience

Refer to Job# 15441- and email MS Word attached resume to Orly Miller, orly@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Orly Miller as your recruiter contact.