

Job title	<i>Marketing Data Analyst (Analytics/Lists/Visualization/Digital)</i>
Reports to	<i>Manager, Analytics and Insights</i>

B2E Data Marketing, an innovative Des Moines-based data marketing and analytics agency, is seeking a Marketing Data Analyst with data capturing, modeling, marketing and analysis skills, as well as client management ability. This position will support B2E’s efforts for clients across several industries.

Legal authorization to work in the U.S. is required. We do not sponsor individuals for employment visas. B2E does not pay for relocation.

Job Purpose

The Data Marketing Analyst will be able to work with data sets, determine sales and market trends, process data for direct, digital and social campaigns, have account management skills, as well as measure the performance of marketing initiatives.

Desired Skills and Experience

- Ability to understand analytical tools and how they can be leveraged for data consumption and visualization.
- Ability to create Tableau or Power BI dashboards
- Usage of industry leading data blending and/or ETL software
- Skills in Microsoft Office
- Ability to create and execute queries, pivot tables and reports from database sources.
- Mathematical and statistical understanding; competent in managing various forms of data and organizing it creatively to represent the appropriate graphical depiction of the results in an effective way.
- Conceptual/systems thinking skills. Recognizes patterns, trends, themes and connections in information to develop innovative ideas and solutions.
- Strategic thinking skills. Understands the current state and is able to visualize the ideal state and how to achieve it.
- Analytical thinking/problem solving. Accurately and efficiently assesses problems and effectively arrives at solutions.
- Excellent interpersonal and communication skills.
- Able to think and act independently as well as collaboratively.
- Ability to interact with all levels of customer stakeholders.
- Ability to listen, understand and respond to external and internal customers’ needs in a timely manner; customer service experience in a service-related industry preferred.
- Ability to work within the time necessary to complete projects and/or meet deadlines.
- Understanding and usage of predictive modeling tools (R or similar) would be preferred.

- Understanding and usage of artificial intelligence (AI) technology would be preferred.
- Knowledge of various marketing ROI models and experience in executing how to leverage this information.
- Adept at interpreting and providing insightful & objective recommendations based on what the data is saying
- Experience managing/understanding custom databases
- Possess a strong business acumen
- Ability to multi-task and manage several projects / clients simultaneously
- Combine passion for technical work with ability to communicate effectively with clients in a pleasant and effective manner
- Strong attention to detail
- Positive attitude
- Have fun

Education and Experience

Bachelor's degree in Marketing Data Analytics, Economics, Mathematics, Statistics, Marketing or related major.

1 to 5 years' experience in data analytics.

Direct Reports

None

Approved by:	Keith Snow, President
Date Approved:	08/01/19
Reviewed	01/19/22