

**Position: Database Marketing Analyst.**  
**Reports to: Director of Marketing**

This position is responsible for executing effective marketing data management and reporting, including mining and analyzing internal and external marketing and member data, and transforming it into business intelligence to support strategic marketing objectives.

**Primary Responsibilities:**

- Works with the Director of Marketing and Marketing staff to develop and implement direct mail initiatives. Serves as the central provider of member and prospect lists, which may be used for direct mail, outbound marketing or sales/promotional initiatives.
- Manages response tracking efforts related to coordinated marketing efforts, such as direct mail, outbound marketing and sales/promotional initiatives. Reports results and supports the evaluation, refinement and value of marketing efforts.
- Monitors and maintains the member database, customizing where necessary, integrating it into the day-to-day workflow. Oversees updates and plans/facilitates effective new release rollouts.
- Designs and executes branch-level and household-level analyses in order to develop strategies to create, retain and grow profitable member relationships. Analyzes data on members, prospective members, and competitors to gain actionable insights into consumer behavior.
- Researches and obtains additional sources of information to augment information in the member database to better understand our current/prospective members and markets.
- Assists Director of Marketing in formulating strategic and tactical objectives based on the business intelligence derived from the data.
- Works with other departments, service organizations and outside vendors to mine data from Sun East's core processor to include in the member database.
- Manages vendor relationships as related to the member database.
- Performs other duties as assigned.

**Minimum Qualifications:**

- Bachelor's Degree in Marketing, Business, Mathematics, Social Science or a related field or equivalent work experience.
- 3 to 5 years of hands-on experience in database marketing. High proficiency in writing queries to extract information from databases, manipulating results with software tools to perform analyses and summarizing finds in presentation format.
- Strong applied analytics and problem solving skills. Must be extremely proficient in using empirical data to support marketing decisions, ability to glean intelligence and

behavioral inferences from data, and possess a demonstrable history of using data to improve profitability.

- Must be proficient in MS Excel, Word, PowerPoint, Access and Crystal Reports. Experience with SQL or statistical software packages preferred.
- Excellent organization and detail-orientation skills.
- Superior verbal and written communication skills with the ability to communicate effectively with all levels of staff.
- Demonstrated ability to manage multiple complex projects, produce high quality deliverables within assigned deadlines, and continuously manage expectations. This is a fast paced position.
- Ability to actively participate in developing innovative solutions and teamwork.