

GreenDrop LLC
Senior Data Analyst

Job Description

Assist in the development of data-driven strategies to drive GreenDrop Donation Performance, Marketing Response Rate improvement, Marketing Channel Efficiency / Effectiveness and overall Business Analysis. Key responsibilities include assisting in the development / design of analyses, coding data queries, developing ad hoc reports, obtaining/appending external data sources, analyzing data output, working cross-functionally and developing data-driven recommendations. Key job requirements include strong technical and Project Management skills, communication (written and oral), relationship building (across all levels) and influencing skills critical to success. Experience with Retail, Logistics and/or Non-Profit industry is strongly preferred.

Key Responsibilities

- Proactively identify and execute new analytic initiatives to drive GreenDrop donations, Response Rates across all marketing channels (GreenDrop sites, direct mail, email, web search, social media and community events), Cost Management and Operations Improvement. Translate insights into financially viable solicitation initiatives.
- Pull, synthesize and manipulate large data sets using SQL, SAS, Microsoft Excel and Microsoft Access, translating technical data into usable business terms.
- Use SQL Reporting Services to design, create and generate special reports.
- Utilize GreenDrop Donor Data, Logistics Information, donor demographics and third party mapping tools and apply statistical knowledge to interpret marketing performance trends, identify business opportunities and understand donor behaviors.
- Lead/work cross-functional business solution project teams.
- Assist in the design and implementation of pilot marketing programs to empirically test new business concepts.
- Perform ad-hoc analysis to provide customized comprehensive statistical and cross-functional analytical information to facilitate business decision-making.

Key Collaboration Points

- Functional Business Directors/Managers – Marketing (Solicitation), Logistics, Finance and Retail.
- GreenDrop Staff – GreenDrop Operations, Call Center Managers and Logistics.

Qualifications

Business and Technical Requirements

- Bachelor's degree (MIS, Math, Statistics, Business/Marketing). Advanced degree (MS Statistics, MS Economics, MBA etc) strongly preferred.
- 5+ years business experience desired; 3+ in related field (customer analysis, database marketing, risk, financial/operational reporting and/or data analytics)
- Strong knowledge of SQL. Experience with relational database management systems (MS SQL Server) and analytical processing systems.
- Experience with SQL Reporting Services 2008 and T-SQL query skills and stored procedures.

- Experience with SAS (including but not limited to Base SAS, SAS Macro Language, SAS/STAT, ODS, Enterprise Miner). Experience with SPSS/STRATA, JAVA, C++ or other significant programming languages is a plus.
- Experience working with large data files (2+ MM record files).
- Proficient in Power Point and Excel (pivot tables and graphing; experience using Excel macros and/or Visual Basic in Excel is a plus).
- Strong Project Management, written and oral communication skills
- Experience with statistics/modeling and market analysis in a business environment is desirable.