

Job Title

Marketing Campaign Analyst II

Career Level

Experienced (Non-Manager)

Exemption Type

Exempt

Job Type

Full-time

Schedule Required

Monday - Friday: 8:45 am - 5:00 pm

Job Grade

12

Base Compensation

\$56,000 - \$70,000/year

Other Compensation

Annual Bonus Plan

Location

Wilmington, DE - Wilmington, DE 19801 US (Primary)

Special Info**Job Description**

Competencies: Analytical/Technical

PURPOSE:

The Campaign Analyst interfaces with the Vice President and Managing Director of Corporate Marketing, Director and Managers of Advanced Analytics and Marketing, Business Intelligence Analysts, SQL/SAS Database Developers and Administrators, Vice Presidents, Managing Directors, Directors and Managers within Line of Business and Account Managers to translate 'go to market' strategies into actionable direct response marketing campaigns. This includes: identifying needed data to support segmentation, targeting and performance analysis, designing statistically significant segments and building of SAS Guide processes to execute and automate campaign production.

ESSENTIAL FUNCTIONS: 75%

Develop opportunities to optimize marketing campaigns by partnering with key business stakeholders to design effective targeting and segmentation strategies that maximize ROI in the following channels: Direct Mail, Email, Telemarketing, Text, and Web.

Design and build processes to execute and automate campaign strategies.

Automate existing marketing campaigns by converting existing SQL queries into SAS Guide procedures.

Identify data gaps and new data sources to improve marketing effectiveness and to maximize the intended marketing audience.

Work with SQL/SAS Developer/Administrator to integrate and test new data sources.

Use data management tools to standardize customer contact information to improve delivery rates, campaign performance and analysis opportunities.

Use data transfer tools to encrypt, compress, and secure data files that are shared and received with 3rd party providers.

Design and build SAS Guide procedures that produce ongoing reporting to measure campaign effectiveness and operations performance.

Ensure marketing campaigns are designed to achieve measurable results that are statistically relevant.

Design and implement new business processes to enhance campaign management.

Identify and build trigger based dynamic marketing efforts for digital channels.

Build compelling campaign performance analysis and presentations designed to influence key stakeholders and improve marketing yield.

Provide ongoing thought leadership to improve customer relationship marketing and organizational capabilities to support and expand marketing opportunities.

OTHER DUTIES/RESPONSIBILITIES: 25%

Update and enhance business procedures manual.

Enhance existing campaign management business processes to support efficient campaign management and marketing.

Manage and improve campaign management functions including client engagement, campaign design, data transfers, promotional history management and documentation.

Evaluate and recommend new technologies that drive campaign management and resource efficiency.

Support and mentor junior staff members to improve SQL/SAS efficiency, general knowledge of AAA Mid-Atlantic, marketing and influential presentation design.

Other duties as assigned.

Job Requirements

REQUIREMENTS:

Bachelor's degree in Computational and Data Science, Economics, Math or BS degree in other field in combination with years of experience and certifications will be considered

3+ years of experience in a direct SQL invocation environment.

5+ years of experience working with relational data

5+ years of direct marketing experience.

5+ years of experience using SAS Guide 4.1, 4.3 and 5.1.

BASE SAS or SQL MCTS Certifications and comprehensive knowledge of 2010 Microsoft Office Suite.

Ability to work and influence across levels of management, translating complex ideas and concepts into actionable recommendations for improvement.

Ability to lead high level campaign focused strategy sessions.

Excellent presentation skills and experience in management level presentations.

Ability to mentor other team members in the areas of Marketing Campaign strategy and list efficiency.