

Senior Analyst – Database Marketing

Description

To design and develop marketing analyses and business insights, and ensure their ongoing communications and implementation with the Marketing and Database teams.

Main responsibilities

- Proactively prepare pre- and post-campaign analyses and make recommendations for customer base retention, stimulation, cross-sell and customer acquisition initiatives.
- Initiate and manage rapid and actionable analyses to identify new market opportunities and effectively communicate the results for implementation.
- Develop predictive models of customer behaviour and advanced data-mining solutions to create profitable marketing campaigns.
- Provide customer insights and analyses of market trends, product and offer performance and price sensitivity.
- Analyze retention, stimulation and acquisition campaigns and tactics to build strong, actionable insights to improve effectiveness of marketing initiatives.
- Proactively identify new market opportunities based on customer behavioural analyses.
- Quickly and accurately translate business needs and requirements into database analyses.
- Provide business and analytical support to marketing initiatives as required.
- Interpret and communicate key analytical learnings to the Marketing team.
- Frequently present analyses results and insights to Marketing stakeholders.

Requirements

- University degree in Business and/or Quantitative Sciences.
- Three years of experience in database marketing, campaign analysis and/or business intelligence.
- In-depth knowledge of advanced quantitative methods used in database marketing analysis.
- Excellent computer and programming skills with advanced knowledge of SAS and SQL.
- Proficiency in MS Office
- Excellent knowledge of database concepts and software.
- Practical experience in manipulating large datasets and working effectively with different data sources.
- Willing to learn and team player with excellent communication, interpersonal, and problem-solving skills.
- Ability to simplify and communicate complex ideas to general audiences.
- Experience in the wireless or telecommunications industry (an asset).
- Montréal.