

# The Southern Baptist



# Theological Seminary

## Position Description

**Position Title: Marketing Data Analyst**

**Department: President's Office**

**Position Code: D5842**

**Date Prepared: 5/21/2018**

**FLSA Status:**  Exempt  Non-Exempt

Full Time: Yes  No

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### **JOB SUMMARY:**

The Marketing Data Analyst will play an integral role in the digital marketing efforts of Southern Seminary. This person will be responsible for collecting, analyzing, and reporting digital marketing data. The Marketing Data Analyst will also be tasked with deriving insights from marketing data in order to improve marketing performance.

### **ESSENTIAL JOB FUNCTIONS:**

The employee in this position will have the following essential job functions:

- Build and maintain systems for collecting, analyzing, and reporting marketing data;
- Perform detailed data exploration and validation from a variety of sources;
- Build reports and dashboards that provide insights into performance relative to KPIs, monitor the effectiveness of digital campaigns, and increase ability to make timely strategic decisions;
- Develop new insights that inform strategic decisions and help us continue to improve the effectiveness of digital marketing campaigns;
- Assist in building digital marketing campaigns;
- Create predictive models aimed at better identifying target audience members and improving the effectiveness of marketing campaigns;
- Ensure the accuracy/integrity of data through validation, testing, and routine data audits;

Performs other duties as may be assigned by supervisor.

### **EDUCATION:**

The person in this position should have a Bachelor's degree in business, economics, data analytics, math or a related field.

### **EXPERIENCE:**

This person should have a minimum of 2-3 years of experience in one of the following fields: data analytics, marketing analytics, digital marketing, or a related field. Experience using Marketo or a similar marketing CRM, as well as proficiency in R or SQL is a plus.

**SUPERVISION:**

The person in this position will supervise no one.

The person in this position will report to the Director of Communications.

**WORK ENVIRONMENT:**

The person in this position will work in an office setting.

**EQUIPMENT:**

The person in this position will use the following equipment: typical office equipment.