



**POSITION TITLE: Direct Marketing & Research Analyst**

**DEPARTMENT: Marketing & Communications**

**REPORTS TO: Vice-President, Marketing & Communications**

### **SUMMARY OF POSITION:**

The Direct Marketing & Research Analyst uses research analysis and data mining to uncover sales and marketing opportunities in alignment with Cambrian's growth objectives. This position provides insights and information regarding markets, competitors, customers and marketing campaign effectiveness, in supporting business decisions and in measuring marketing performance. Reporting to the VP, Marketing & Communications, this position works closely with all management to continually identify and execute against a wide range of sales and marketing objectives.

### **MAJOR RESPONSIBILITY AREAS**

1. Defining campaign metrics for direct marketing and e-direct marketing efforts, monitoring and conducting analysis of results, interpreting response rates and making the appropriate recommendations for continuous improvement.
2. Working with management and on own to analyze marketing metrics to identify new and ongoing marketing opportunities that are targeted at the appropriate member segments through various delivery channels, campaigns and strategies.
3. Supporting and analyzing the customer database (Touché) including monitoring and insuring database integrity, reporting, and identification of trends.
4. Conducting all market research projects and coordinating all studies for determining brand perceptions, understanding member needs and satisfaction levels, evaluating market penetration, and analyzing competitors. Research would include, but is not limited to, social media, new member surveys, satisfaction surveys, program testing, and marketing measurement.
5. Leading ongoing product, service and member segmentation analytics to identify key member trends, increased sales opportunities and improved competitive advantage.
6. Monitoring and tracking website analytics, including web traffic, mentions, competitive initiatives, etc.
7. Contributing to the preparation of an annual marketing plan and activities that are in alignment with the company's overall operating strategy.
8. Supporting internal and external marketing and communications projects and activities as assigned and as deemed necessary or required by the VP, Marketing and Communications (including AGM, annual report development, web site management, advertising development, etc.).

### **POSITION SCOPE**

Reporting to the VP, Marketing and Communications, the Direct Marketing & Research Analyst works closely with all VPs, as well as with coworkers, branch and department management, suppliers, credit union partners and agencies to achieve Cambrian's marketing and sales objectives. Develops and maintains close working relationship with others, both externally and internally.

## **POSITION QUALIFICATIONS**

### **Experience & Education**

- Strong technical and analytical background in direct response marketing techniques and customer segmentation strategies preferably within a retail sales environment
- Education or sufficient combination of education and experience in Marketing, Business Development, Retail Banking, Research, Statistics and/or Computer Science.
- Previous retail financial services experience would be considered an asset.

### **Skills & Abilities**

- Exceptional knowledge of sales, business and marketing processes.
- Strong business acumen, analytical problem solving, data manipulation and organizational skills.
- In depth knowledge of research methodologies, analysis and procedures.
- Strong business reporting, project management and writing skills.
- Strong interpersonal and excellent communication skills
- Pays attention to detail through meticulous care in accomplishing tasks.
- Able to work in an environment with specific standards, rules and procedures.
- Ability to work independently and as part of a team.
- Proficient in basic PC applications.
- Proficiency in the necessary marketing and communications software needed to perform primary duties (i.e. Touché, Excel, Ovation, HTML, Publisher, Indesign).
- High level of personal enthusiasm and self-motivation

### **Position Activities**

- Market information, member/customer/client information, member needs, competition analysis, pricing analysis, member churn analysis, new member surveys, existing member surveys, Survey Monkey surveys, online panel development, marketing measurement/analytics, direct marketing (extracts, reporting, etc.), web analytics, mystery shopping.

## **COMPENSATION**

The salary range for the Direct Marketing & Research Analyst is Grade 8 – 9, depending on knowledge, skills and qualifications.

## **DATE**

September 2011