

Marketing Analyst

SUMMARY:

Responsible for conducting on-going analysis of the organization's business development activities, business strategies and tactical plans that promote the growth of the organization. Provides factual MCIF (Customer Information Files) data, functional costing data, demographic, psychographic and retailing data to drive well-reasoned decisions regarding maintaining, expanding and/or altering existing and potential business relationships and service-delivery outlets.

Job Functions include: (Note: this is a representative list only - complete list provided with purchase)

- Determines, gathers, analyzes and develops factual data concerning business potential (demographic trends), customer preferences and behaviors (psychographics), cultural norms and traditions (market distinctions), and retailing prerequisites (service delivery essentials – high tech vs. high touch) to assist the Business Development group to make well balanced decisions regarding service delivery methodology and practices for each service outlet.
- Operates the organization's MCIF (Marketing Customer Information Files) system and produces current and relevant data regarding account usage, account profitability, trends and preferences, strengths, weaknesses, threats and opportunities. Advances recommendations for change, improvements, adding or deleting products/services, pricing strategies and other tactical measures that could drive preferred customer behaviors.
- Works with the Financial Analyst to conduct Functional Cost Studies of products, services, delivery methods, policy and practices, and assists in advancing recommendations to senior management and to the ALCO Committee.

(also details Supervisory Responsibilities, Qualifications, Education and/or Experience, Language Skills, and work environment)