

POSITION TITLE: Senior Analyst, Database Marketing

BUSINESS: Corporate

SENIOR ANALYST, DATABASE MARKETING

The Senior Analyst, Database Marketing, will act as a professional reference for stakeholders and contribute to the meeting of business objectives in their sector of activity by providing analytical expertise in regard to database marketing. They will influence strategic decisions and directions within their sector to ensure that activities are developed in line with business objectives. In addition, they will contribute to achieving corporate objectives by helping to develop business solutions in support of marketing strategies.

RESPONSIBILITIES

- Make recommendations for Data access and analysis required in complex CRM projects and ensure they are understood.
- Perform in-depth analysis of marketing strategies to optimize campaign targeting and marketing strategies
- Take part in managing marketing campaigns; provide leadership in following up on various stakeholders' campaign processes and adherence to timelines.
- Act as a key contact on data insights and management between various marketing units and IT .
- Design easy-to-understand templates for presenting results and their contribution to the business.
- Implement and support improvements to the data structure with a view to increasing efficiency and flexibility.
- Develop analytical files for marketing databases to support modeling/profiling and marketing activities; as well as develop analytical reporting for Marketing and Finance.
- Develop Automated process for recurrent campaigns, reports and database processes, and implement effective solutions using statistical analysis systems SAS as well as databases and schedulers.

QUALIFICATIONS

- Bachelor's degree in Computer Science (or equivalent) or experience in similar domains
- Two to five years of relevant experience in database marketing
- Experience in using a complex data warehouse
- Two years of experience in the telecommunications industry (an asset)
- Experience in SAS and SQL programming and in-depth knowledge of the use of SAS software for performing complex database processes (an excellent asset)
- In-depth knowledge of database marketing and data warehousing tools and software (MS SQL, ORACLE, ...)
- Experience using tools to produce database marketing reports(Cognos, Crystal or others)