

### **Direct Marketing Analyst.**

The **Direct Marketing Analyst** is responsible for the analytical support of direct marketing programs. The goal is to help our clients achieve customer acquisition and profitability goals.

#### **Responsibilities:**

- Assist in developing strategy for, planning and executing direct marketing campaigns, including print and insert media.
- Assist in budgeting and forecasting of direct marketing campaigns, including building detailed p&l's and response intake patterns.
- Analyze results of direct marketing campaigns. This includes detailed analysis of programs, creatives, offer types and other testing.
- Propose and conduct other analytic projects that will provide additional insight for improving program performance.
- Recommend testing strategies that will result in continuous program improvement.
- Manage ad hoc requests and prioritize projects according to business needs
- Develop required reports utilizing client specifications
- Convert ad hoc requests into automated reports when appropriate
- Ensure that reporting output is consistent with established metrics and methodologies
- Performs daily research and analysis of news, issues and trends.
- Participate in the development of new client presentations.

#### **Requirements:**

Qualified candidates will possess a Bachelor's Degree in Marketing or related area and a minimum of 4 years of relevant analytical experience.

In addition:

- Knowledge of and general exposure to the direct marketing industry
- Prior experience with mailer/client side
- Strong project management and follow-up skills
- Self-starter who is able to work with minimal direction
- Outstanding interpersonal and teamwork skills
- Demonstrated ability to set priorities and allocate resources effectively
- Exceptional spreadsheet and analytical skills
- Proficiency in MS Office suite

Our client offer a comprehensive benefit package including medical, dental, vision, life, LTD, STD and 401k.

Qualified candidates can respond to [Chris@plusme.com](mailto:Chris@plusme.com). Please provide a cover letter and resume, indicating the position for which you are applying + your compensation history/requirements.

**NO PHONE CALLS PLEASE.**

Equal opportunity employer. M/F/H/V