

## Manager of Marketing Analysis

**Location:** Lower Fairfield County, CT

**Compensation:** \$90-100K Base. Annual Bonus

**Contact:** Email resume to: patlynych@pjlynch.com

Client is a well respected thought leader in financial, consumer and health related publishing based in southwest Connecticut. For over thirty years this subscription based direct marketing organization has pioneered highly productive mail campaigns utilizing sophisticated database analysis in the B to C space. The company currently markets through direct mail, inserts, web and direct response television. Reporting to the Vice President, the position manages one Marketing Analyst and will have room for growth in responsibility and scope.

We are seeking an individual who can maintain and improve existing promotion databases and systems, create database reports for tracking and decision making, and participate in the marketing process. Candidate should have familiarity with database report-writing software programs. Previous experience and skill profile to include:

- 10+ years progressive experience in direct marketing or database marketing
- Background in subscription or continuity marketing is desirable
- A great aptitude for marketing, and a great intellect for databases
- Strong analytical skills at presenting quantitative information in a clear and useful manner, and figuring out what it means
- Appreciation and understanding of the value of accurate data. Can work effectively with other functional managers to support their interests
- Clearly understands the profit consequences of effective data mining and management
- Self starter who meets deadlines and raises the bar for performance for himself, peers and superiors
- Loves to learn
- Relates well with people and can manage with results and not intimidation. Hands on and works alongside staff.
- BA/MBA preferred