

Sales and Marketing Data Analyst

Classification - Exempt

Reports to - Director of Sales

Date - 02/07/2021

JOB DESCRIPTION

Summary/Objective

The Sales and Marketing Data Analyst role is an entry level job position with the primary responsibility of collecting and analyzing data to help the organization manage sales and customer service reports and presentations. As a data analyst, individuals will work closely with the Director of Sales, Customer Service Manager, and their regional team to provide relevant information that will facilitate informed decisions.

Duties/Responsibilities

The following is a non-exclusive list of the essential functions of the position, which are listed in no particular order. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Download, analyze, and manipulate data from Quickbooks, Access, and existing databases.
- Manage and interpret data by updating sales and customer service reports including monthly sales data, production schedules, forecasts, etc...
- Work closely with sales team to provide relevant weekly and monthly sales reports including building presentation decks for sales meetings.
- Examine and evaluate existing business practices and systems, and offer suggestions aimed at creating efficiency and streamlining operations, while maintaining or increasing quality of data.
- Apply predictive analysis and tools to forecast and employ business analytics (including an enhanced ability to quantify and qualify data)
- Maintaining records of customer communications and contact information as required.
- Understand and comply with established guidelines that ensure a safe and healthy work environment.
- Preparing responses to RFP (request for proposals) and RFI (request for information) attending and participating in trade shows, conferences and other marketing events
- Maintain awareness of pertinent client information, future plans, payment performance; communicate any client information that may affect company decisions to appropriate departments as needed.
- Working knowledge of the design tools and price calculations



- Researches market requirements and market data
- Submit a variety of sales status reports as required, including activity, closings, follow-up, and adherence to goals
- Send legal documents to customers and send signed copies to HQ for filing

Competencies

- Interpersonal skills
- Good communication
- Analytical skills
- Problem Solving
- Presentation skills
- Energy level
- Meeting goals
- Professionalism

Work Environment

While performing the duties of this job, the employee will frequently be visiting manufacturing sites and areas and may be subject to typical manufacturing hazards (moving pieces of equipment, loud noises, chemicals, and etc.).

Physical Demands

The employee is required to sit, walk, and stand for extended periods of time. Minimal physical exertion is required; however, employee must be able to lift and/or move objects up to 25 pounds and occasionally lift and/or move objects up to 50 pounds.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:00 a.m. to 5 p.m., must remain flexible and open to possible schedule changes in order to meet business needs.

Travel

Minimal travel required.

Education and Experience

- Applicants are required to have a minimum of AS degree, but a Bachelor's degree in Information Management, Computer Science, or in a technical field is preferred
- Minimum of 1 year of experience handling a database with large datasets.
- Applicants must possess advanced computer skills, knowledge of additional databases, and familiar with data warehousing, data mining, and data mapping
- Must effectively manage and prioritize multiple work assignments



- Strong & effective communication skills, written and spoken.
- Work effectively in a team oriented environment, and independently in a fast-paced, and changing environment
- Must have advanced Excel skills with the ability to write macros and do pivot tables. Also, need advanced knowledge of Access to undertake querying, creation of tables, and formulas

Work Authorization/Security Clearance

Must be a U.S. Person as defined by 8 U.S.C. 1324b(a)(3) due to export-controlled information.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signatures

This job description has been approved by all levels of management:

Manager _____

HR _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____