

## Role Description

<b>Job Title:</b> Marketing Analyst – Base Management	<b>Department:</b> Marketing
<b>Reports to:</b> Marketing Manager	<b>Posting Date:</b> January 2012
<b>Location:</b> 20 Adelaide Street East Suite 401, Toronto ON	

### **ROLE DEFINITION**

The position involves the planning, execution, tracking and analysis of campaigns as well as developing strategies to improve campaign results.

This role requires a sound knowledge of analytic techniques as well as a good understanding of database marketing & CRM concepts, Worldlynx/Bell products, database structures and analytical & campaign management. The Marketing Analyst is responsible for developing and driving base management campaigns. A key component for the role is to analyze and report on customer segments and trends from campaign responders (and non-responders) to identify marketing opportunities or enhancements.

### **KEY RESPONSIBILITIES**

#### **Campaign Management**

- Execution of acquisition programs
- Execution of cross-sell and upsell programs
- Oversee the ongoing design, development and implementation of strategic marketing campaigns to build Retail & B2B sales
- Targeting of prospects and client base based on specific selection criteria
- Prepare budgets, quarterly forecasts and business reports
- Develop innovative strategies to achieve desired market positions for Worldlynx

#### **Campaign Evaluation/Analysis**

- Campaign result tracking
- Analysis of campaigns
- Analysis of targeted audience
- Analysis of responders and non-responders
- Analyze results and competitive trends; provide feedback, recommendations and key insights

## **QUALIFICATIONS & EXPERIENCE**

- Experience in base management marketing campaigns
- Business degree or diploma, preferably in marketing, advertising or related fields of study
- Knowledge of Microsoft Office
- Advanced user of MS Excel (pivot tables, charts, database functions)
- Understanding of database fundamentals
- Interest in technology and telecommunications industry
- Ability to manage multiple tasks in an environment of rapid change and shifting priorities
- Must be a team leader and effective team player
- Able to work collaboratively and independently, excellent judgment
- Excellent communication and interpersonal skills
- Experience in developing acquisition and retention programs