**Title:**  Marketing Analyst

Job Summary:

The Marketing Analyst is an integral part of our Client Services team. The position is responsible for supporting the client’s marketing initiatives with a thorough understanding of Pluris’ solutions. This role encompasses a broad set of responsibilities, from developing a deep understanding of the client’s marketing data to the strategic analysis of that data along with the presentation of results and appropriate recommendations.

Essential Job Functions

* Analyze systems, marketing data and reports to identify and help resolve discrepancies
* Analyze and interpret marketing data to identify trends, patterns and relationships. Use these insights to develop and present recommendations to improve results
* Document the client’s business requirements and work with the Client Services team to create a technical/functional specifications document to execute on
* Develop quality checks and reports to ensure that systems are performing appropriately
* Identify and communicate any possible project/system risks along with suggested solutions to help eliminate or mitigate those risks
* Identify and communicate areas to improve the overall marketing processes

Minimum requirements

* Bachelor’s Degree in Business Administration or Marketing
* Possess 2 – 5 years of relevant marketing, industry, client service, and/or technical experience
* Must possess superb analytic and problem solving skills including in-depth experience working with spreadsheet analysis, including pivot tables and charting
* Demonstrated ability to write and understand basic SQL
* Experience with reporting tools (Business Objects preferred) and campaign management (Unica Campaign preferred)
* Must possess excellent verbal and written communication skills – ability to communicate clearly and concisely in written reports and presentations, ability to organize data in a concise, meaningful way
* Must be able to interface with technical team as well as clients and translate between functional and technical concepts
* Experience with and aptitude for client service. Positive, professional, confident and collaborative demeanor
* Ability to handle and manage conflict and difficult situations with poise and respect
* Ability to manage multiple tasks and competing priorities at once in a dynamic, fast-paced environment
* Ability to learn, think and act quickly with high attention to detail and thoroughness
* Flexibility and ability to accommodate change
* Self starting attitude. Natural drive and analytic curiosity.

Compensation and Benefits

Pluris offers a competitive salary and an exceptional array of benefits including:

* 401(k) / profit sharing plan with 50% match with no cap
* 3% profit sharing contribution
* 95% paid top tier health and dental benefits
* Fully paid vision, disability and life insurance benefits
* 3+ weeks Paid Time Off
* Plus many more outstanding benefits!

Conditions of Employment

All job offers are contingent upon successful completion of background checks

About Pluris ([www.plurismarketing.com](http://www.plurismarketing.com))

We enable leading brand marketers to improve the effectiveness of their marketing programs by using customer information and analytics to optimize the way in which they engage their customers in sales and service transactions. Pluris has delivered some of the largest commercial implementations of leading campaign management and business intelligence solutions in the industry. We build and manage thousands of analytical models for various customer acquisition and development marketing programs – all in the vein of helping our clients grow their customer base and provide more value over time. By customizing the multiple elements of an offer at the individual level, we consistently drive significant gains for our clients over traditional marketing practices.

**Contact Pluris**

For further information or to express interest in this position, please contact us at [jobs@plurismarketing.com](mailto:jobs@plurismarketing.com)