

Business-Analyst

Beacon Athletics

Job Title: Marketing Planner-Analyst	Department: Marketing Department
Reports to: VP Sales	Revision Date: April 1 st 2023

Position Overview

Reporting to the VP Sales, the Business Analyst is responsible for supporting the sales, marketing and operations teams with accurate and reliable analytic support. This role will develop the appropriate reporting dashboards to effectively manage the business and allow the leadership to make informed business decisions. The Business analyst will work closely with the company's leadership team on a regular basis.

This role will become the resident expert on our CRM system when it comes to gaining access to pertinent business metrics.

This role will partner with marketing to provide reporting and decision-making capabilities for catalog mailings. This includes establishing annual marketing budget by activity segment, analyzing the performance of marketing campaigns both print and digital, proposing and executing marketing tests to build knowledge for future campaigns, oversee database design and ongoing quality controls and execute ad hoc data analysis and provide routine marketing performance reporting to the company.

While reporting into sales today, this person will work extensively with marketing, finance, and product development. (committee)

Essential Job Functions/Responsibilities

1. **Creating and executing the appropriate business reporting for sales, marketing, and product performance.**
2. **Manage customer and prospect database and circulation planning.** Establish sound database structure as our customer and prospect data repository, including normalized definition of customer types and contacts name and role.
3. **Customer Acquisition.** Has primary responsibility for achieving annual customer acquisition goals. Establish budgets for each acquisition campaign. Work with Merit Direct to assemble optimal rental lists. Provide analytics and reporting of acquisition performance by campaign and source.
4. **Digital Marketing (Working with our digital agency)-** Provides analysis and direction of our digital marketing activities.
5. **Ad hoc Analytics.** Provide ad hoc analysis of customer buying activity, as needed for marketing planning and company information.
6. **Communication and Coordination.** Lead weekly and monthly meetings to present marketing performance and future plans.

7. Other duties as required/assigned to achieve the great performance outcomes.

Job Requirements

To perform the job successfully, an individual should be able to demonstrate the competencies or have attained the skill levels listed below:

- Business analytics background - Required 3-5 years of business analyst (or similar) experience in planning or analysis role
- Strong leadership skills. A positive presence for the organization both internally and externally.
- Intellectual curiosity
- Keen sense of business acumen
- Strong drive – a passion to quickly and accurately get answers and solve business challenges.
- A self-starter. Ability to work well both independently and with cross functional team members
- Communication Skills – Ability to clearly communicate ideas and information through excellent written and verbal communication
- Ability to dissect complex business challenges and provide analytics for solving those challenges.
- Exceptional problem-solving skills
- Proven, strong project management, organizational, and reporting skills (timelines, communication, accountability)
- Ability to collaborate cross-divisionally
- Advanced database skills – proficiency in SQL and MS Access required. Knowledge of Business Intelligence systems, Power BI or other, a plus.
- Software Applications – high-level of proficiency in MS Excel, Word, and PowerPoint
- Planning/Organizing - Ability to plan and execute projects in a timely manner with time-critical deadlines
- Sense of Urgency – company success depends on timely and relevant execution
- Bachelors degree with a focus in Business, Finance, Marketing, Strategy, Data Management required – MBA preferred.

Successful Behaviors

1. **Continuous Improvement, Innovation, Creativity** – Bring a focus on innovation and creativity to every decision and action. Continuously look for improvement opportunities in the job, for the Department, and on behalf of the Company as a whole.

2. **Customer Service Mindset** – Approach all working relationships from a customer service mindset. “Customers” include purchasers of Beacon Athletics products and services, and co-workers across the Company.
3. **Teamwork and Collaboration** – Share information with others to enable them to do their work well; work collaboratively when solving problems and making decisions; contribute to others' success; provide assistance to other work areas when the need arises.
4. **Demonstrate Beacon Athletics Core Values and Positively Represent the Company** – Demonstrate the Beacon Athletics core values in every decision/ action and represent the Company in a positive manner both on and off the job.
 - As an organization and as individuals, we take responsibility for, and control over, our own success – building value for the future
 - Contribute meaningfully to a business that is innovative, knowledge based, and distinctive in our industry – a source of pride for us all
 - Engage in conduct that is fair, open, and honest – with our customers, vendors and ourselves
 - Display a commitment, as a Company and as individuals, to develop and employ all of the knowledge, skill, and experience we possess