

Marketing Business Analyst

Beacon Athletics/ AER-FLO Sports

Job Title: Marketing Business Analyst	Department: Marketing + Finance
Reports to: VP Finance	Revision Date: 4/26/2024

Position Overview

The Business Analyst is responsible for supporting the business with accurate and reliable analytic support. This role manages 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 management team on a regular basis.

This role will spend approximately 60% of the time focused on supporting the marketing and sales function with an emphasis on providing overall market and customer insights and approximately 40% of the time providing tracking, reporting, and analysis supporting finance and operations.

Essential Job Functions/Responsibilities

- 1. Manage customer and prospect database and Salesforce data integrity and data entry standards.** Establish sound database structure as our customer and prospect data repository, including normalized definition of customer types and contacts name and role.
- 2. Customer housefile revenue forecasting.** Be the internal expert in direct marketing disciplines to monitor housefile segments and forecast revenue, segment quantity, retention, new customer acquisition and AOV required to achieve company sales targets. Work closely with Beacon marketing team and external circulation planning resources to ensure data tracking and reporting meets their needs.
- 3. Analytics and Presentations.** Provide timely, accurate and insightful analysis, reporting, and presentations on regular and ad-hoc cadences.
 - o Analyze external and internal customer data using database (Access) queries and spreadsheet (Excel) models.
 - o Provide ad hoc analysis of customer buying activity, as needed for marketing planning and company information.
 - o Provide actionable market and customer insights to support key strategic questions and initiatives, including forecasting.
 - o Responsible for tracking, reporting, and analyzing the performance of marketing activities, ad-hoc analytic requests, and development/ automation of regular reports.

- Responsible for coaching team members on data integrity and reporting best practices.
 - Create PowerPoint presentations to provide market and customer insights to marketing and other departments.
 - Advise other functions as the knowledge owner for customer and market data.
4. **Support short and long-term strategic planning.**
 5. **Support upcoming ERP enhancements and/or integrations.**
 6. **Other duties as required/assigned.**

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 and detail-oriented, with a drive for accuracy.
- Keen sense of business acumen
- Strong drive and sense of urgency – 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.
- Proven, strong project management, organizational, and reporting skills (timelines, communication, accountability)
- Ability to collaborate cross-functionally.
- Advanced database skills – proficiency in MS Access and SQL required. Knowledge of Business Intelligence systems, Power BI or other, a plus.
- Software Applications – high-level of proficiency in Office365. Experience with Sage100 and Seradex is a plus.
- Bachelors degree with a focus in Business, Finance, Marketing, Strategy, Data Management required – MBA preferred.

Successful Behaviors

1. **Continuous Improvement, Innovation, Creativity, Accuracy** – Bring a focus on innovation and creativity to every decision and action. Develop rigorous personal work processes to assure accuracy and reasonability checks for all data to be presented to the company or customers. 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.