



Job Description

Position Title	Department	Reports to
Marketing and Sales Analyst	Marketing	Director of Marketing & Demand Generation
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	February 2021

POSITION SUMMARY

The successful Marketing and Sales Analyst will be a curious and highly motivated self-starter. This role requires a creative problem-solver, an ability to develop hypotheses and an approach to problem solving with limited direction, then to synthesize and communicate findings into actionable insights. The primary day-to-day focus will be analytics in support of integrated marketing and sales revenue cycles, customer analysis, including performance to target and forecasting.

The ideal candidate will have both growth and team mindsets, respectful debate, multi-tasking, and organization. They will also be supportive of all internal teams and its members.

This is a unique opportunity to become part of a rapidly growing, nationally recognized provider of products and services to the construction and critical containment sectors.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Create valuable, actionable business insights through measurement, analysis and reporting of STARC's business.
- Own standard reporting cycles that cover key business processes (sales pipeline management, marketing channel performance, product mix, etc).
- Communicate and socialize key insights to support business plans and decision making.
- Drive process improvements and optimization efforts through measurement and management.
- Support operational reporting needs across multiple functions, including sales, marketing, product and customer/segment analyses.
- Produce weekly KPIs for Sr Meeting.
- Ad hoc analyses and one-off reporting requests as assigned.

Minimum Qualifications (Knowledge, Skills, and Abilities)

- BA in Business, Mathematics, Statistics, Economics, or quantitatively oriented field.
- Two to four years analytics experience, preferably in B2B sales and marketing environment
- Proficiency in statistical analysis, data mining, and working with relational databases.
- Advanced understanding of Excel and spreadsheet design and functions; familiarity with Salesforce.com, and business intelligence tools a plus.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is frequently required to stand; walk; sit; and reach with hands and arms. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to high. The employee must occasionally lift and/or move up to 20 pounds.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Reviewed with employee by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

Received and accepted by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

STARC Systems is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.