



Human Resources
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Marketing Analyst

We have a fantastic opportunity for a Marketing Analyst within our Marketing department. In this role you will be responsible to create, execute and analyze Catalog Marketing campaigns by developing and running ad-hoc and standard reports in a Multi-Channel Database for a variety of internal departments in alignment of established procedures and policies.

Other responsibilities include:

- Supports all aspects of campaign management and development process by executing house file selects and segmentation efforts, which includes profit based mailing depth, executing select instructions and creating mailing files.
- Supports all areas of the Multi-Channel Database update by planning, analyzing, implementing and controlling databases and tables for customers. Responsibilities include working with marketing to establish updates, running jobs, reviewing quality control reports, transferring data to outside vendors and creating table structures and fields in different formats.
- Executes the campaign management and development process by implementing marketing plans; generates customer selection lists; develops and presents creative ideas and attends campaign meetings and coordinates subsequent revisions with the marketing department.
- Creates Profit and Loss rankings for all Company programs detailing the profitability of a product, department and program level and is able to communicate this across Company.
- Recommend and execute various customer level and/or campaign level testing and complete post analysis of results to present to management.
- Generates ad-hoc reports for marketing and other departments as needed using SAS, SQL, Hyperion or similar database software.
- Establishes and sustains interactive relationships with external vendors and contacts to result in favorable networks to support the current and future goals of the organization, benchmark practices/results against competition and maximize organizational effectiveness.
- Calculates and executes marketing formulas, reports and methods and provides support in the day-to-day execution of marketing programs and methods which includes all aspects of program and product set-up, database analysis and post analysis.
- Keeps supervisor informed of important developments, potential problems, and related information necessary for effective management. Coordinates and communicates plans and activities with others, as appropriate to ensure a coordinated work effort and team approach.
- Performs related work as apparent or assigned.

Minimum Education, Experience and Knowledge:

- Bachelor's degree in marketing, finance, statistics or a related field or equivalent work experience.
- At least 2 years of experience in database marketing or position of similar analytical responsibilities is a plus.
- Strong analytical skills required.
- Strong Microsoft Office expertise with emphasis on Excel.
- Keen attention to detail.
- Ability to prioritize effectively to meet established goals.
- Experience with SAS software is a plus.
- Ability to communicate, both orally and in writing, with a wide variety of customers, employees and others.

The Sportsman's Guide offers an excellent compensation/benefits package; including medical, dental, vision, 401(k), PTO and fantastic merchandise discounts. Please email your resume along with salary requirements to hr@sportsmansguide.com.

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