**Marketing Data Analyst**

**Westminster Canterbury on Chesapeake Bay**

3100 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

The Marketing data Analyst works with the direction of the Director of Sales, Marketing and Public Relations. This position will be department lead for Salesforce database, reports and expenses and will perform project tasks as assigned by the Director. Must be a self-starter, with initiative, intuitive behavior that can anticipate and resolve problems, and motivated problem solvers.

**RESPONSIBILITIES**

* **Salesforce Prospect Database:** 
  + Manage the design of and utilization of the database.
  + Standardize the data set.
  + Compile data and Create views and reports.
  + Identify proper protocols for lead management, waiting lists, and sales cycle transactions.
  + Prepare and update related documentation.
  + Train other members of team in usage of database, updates and best practices.
  + Act as liaison with advertising firm (Bluespire) and database software provider (RHS).
* **Reports:** 
  + Routine reports – prepare weekly, monthly, quarterly, annually.
  + Regular reports – provide as requested.
  + Customized reports – create as requested.
* **Expenses:** 
  + Invoices – review, prepare for approval, log and provide to Accounting for processing.
  + Expense Reports - review, prepare for approval, log and provide to Accounting for processing.
  + Budget – support Director for current fiscal year status and with future fiscal year planning and budget preparation.
* **Project Tasks**: (list below representative of types of projects which may be assigned)
  + Sales Cycle Process Flow Chart and documentation review and update.
  + Electronic files (P:\ drive) review and organization.
  + Closing Packet review and update.
  + Marketing presentation review and re-format.
* **Support for Marketing Assistant:**
  + Act as back-up for Marketing Assistant (reception coverage and daily tasks) for scheduled PTO and as needed when possible.
  + Assist with projects as directed by department Director.

**QUALIFICATIONS**

* Four-year degree (business major or similar).
* Three to Five years related field or equivalent work experience.
* Experience with data-mining.
* Proficiency in marketing database software
* Previous experience in maintaining databases required
* Familiarity with Salesforce preferred.
* Database Management.
* Technical proficiency in intermediate Excel, as well as the Microsoft Office Suite and Google apps.
* Ability to generate reports, manage expenses and complete project tasks with minimal supervision.
* Physical Requirements:
  + Ability to operate office equipment and work in office setting. Must be able to walk, stand and sit for periods of time.

**BENEFITS**

Limited Benefits for Part-Time Positions:

* Scholarship Program for Employees/Family Members
* Life Insurance
* Employee Assistance Program
* Employee Discounts
* Excellent Advancement Opportunities
* Retirement Plan
* Direct Deposit