Job posting for Data Analyst

Overall Objective

MP&F is looking for a data analyst with 1-3 years' experience to apply data-driven approaches to strategic communications initiatives and marketing campaigns. The data analyst will use analytics sourced from advertising, marketing, earned media, owned media and communications tools to derive insights that will help client teams optimize campaigns, measure performance and improve outcomes.

Responsibilities for this role include:

- Analyze, optimize and improve marketing performance for their focus area.
- Develop campaign analytics and audience strategies to better profile, target and re-target prospects.
- Review end-to-end campaign results along the marketing funnel, from digital reach/visits and responses, to leads and wins, making recommendations that will help to improve marketing performance.
- Consult with marketing and sales executives and team members to ensure data consistently drives business decisions and impact.
- Conduct custom analysis through extracting response, sales opportunities and other marketing data directly from the database, then analyzing, developing insights and summarizing findings for our marketing clients.
- Conduct initial prospective client research to provide a data background and identify initial opportunities.
- Work with various client and integrated marketing/data analytics teams to help in the development and improvement of marketing databases, tools and marketing automation platforms.
- Team with a variety of marketing managers to ensure databases, dashboards, education and other assets delivered contribute to the success of marketing campaigns.
- Help to teach and promote the adoption of data-driven approaches and capabilities.

Required Technical and Professional Expertise:

- 1–3 years in data analytics or related field
- Ability to extract and analyze data, identify insights, and summarize findings
- Comfortable working with and learning new databases
- Strong Excel/Access skills
- Experience with SQL a plus
- Experience with Google Data Studio, Tableau and/or other data visualization and BI tools
- Strong consultation skills and ability to summarize/present findings to both peers and executives
- Ability to communicate, work with, and teach/share ideas and processes across varied geographical and functional teams
- CRM experience
- Skilled in Microsoft Office Suite

What we're looking for:

We are looking for seniors or recent grads who:
- are comfortable with numbers, percentages, spreadsheets and statistics, and who know what it means to say that something is statistically significant.
- are curious, inquisitive, proactive, organized and methodical. You like to use substantiated data to both identify and solve problems, rather than trust your gut alone.
- have strong communication skills and can explain your work clearly both in person and in writing.
- are driven and self-motivated to solve problems.
- preferably have experience with one of the following: R, Stata, SQL, SPSS.

To Apply

Submit a cover letter with salary history and a resume via the "Apply Now" button at mpf.com/join-the-team.

About MP&F

MP&F is an internationally recognized, full-service integrated communications firm based in Nashville, Tenn. Our clients work in a variety of industries – including health care, hospitality and higher education. We were established in 1987 as a one-person consultancy and today are a team of 70-plus strategists and specialists from myriad professional backgrounds and walks of life. When you join MP&F, you are joining a culture of excellence, hard work and success.

MP&F is an Equal Opportunity Employer. We do not discriminate on the basis of race, color, sex, religion, age, sexual orientation, national origin, disability or veteran status.