

## Job posting for Senior Data Analyst

### Overall Objective

MP&F is looking for a senior data analyst with 5+ years' experience to apply data-driven approaches to strategic communications initiatives and marketing campaigns. The senior 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. The senior data analyst helps grow MP&F's marketing and advertising business by working on business development efforts and interfacing directly with clients and prospects. The senior data analyst helps support junior data analysts and other marketing and analytics staffers.

### Responsibilities for this role include:

- Develop goals, measurement and tracking plans for clients and campaigns.
- Assist with business development efforts as they intersect with marketing, advertising and data/analytics.
- Present to prospects and clients to help grow their business and ours.
- Develop the skill sets of our junior data/analytics staff and work across departments to broaden an understanding of how data/analytics applies to other aspects of our business.
- 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 advertising and marketing clients.
- Work with various client and marketing and data 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 across marketing.

### Required Technical and Professional Expertise:

- 5-plus 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 required
- 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
- Strong R and Python Programming skills
- Experience working with a cloud-based analytics suite such as Google Analytics or Omniture
- Experience in A/B testing solutions such as Optimizely (or equivalent)
- Digital direct marketing optimization experience (email, paid media)
- Experience as project manager
- CRM experience
- Skilled in Microsoft Office Suite

### What we're looking for:

We are looking for experienced data/analytics professionals who:

- can tell the insightful data story and help develop strategy while using a curious, methodical and proactive mind.
- like to use substantiated data to both identify and solve problems, rather than trust your gut alone.
- have experience explaining statistical concepts to communications and creative clients.
- can manage people and work in teams.

### To Apply

Submit a cover letter with salary history and a resume via the “Apply Now” button at [mpf.com/join-the-team](https://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.*