

Marketing & Business Analytics Manager

Cleveland, Ohio OR Nashville, TN

Findley Davies | BPS&M is an independent benefits and human resources consulting firm that serves as a trusted business partner to our more than 1,800 clients nationwide. With offices in Cleveland, Columbus, and Toledo, OH; Nashville, TN, Chicago, IL, and Louisville, KY our over 200 consultants and administrators provide strategic counsel to help navigate the changing benefits landscape, successfully manage workforce issues and align their human resources strategy with their organizational objectives.

We are looking for talent that is eager for a leadership opportunity that could be a path to ownership in a high growth organization.

www.findleydavies.com



The Marketing & Business Development Manager will work with the Marketing/Business Development team to leverage business intelligence to help make strategic business decisions.

Job Responsibilities:

- Gather, disseminate, analyze and measure data used for marketing and business development purposes using statistics and data mining techniques
- Design, implement, maintain, operate, and setup databases as needed
- Compile Google Analytics, website, Constant Contact, SEO, CRM, and social media metrics into a monthly dashboard/report
- Maintain the data input/output processes and procedures for the current CRM database
- Understand databases, develop and document database standards and procedures, and establish data analysis procedures
- Understand data administration and management functions (collection, analysis, and solution recommendations)
- Review year over year client data, internal sales data and individual consultant data to identify business areas that have momentum and are profitable
- Review client and prospect data across geographies to determine the areas with largest opportunity for growth

Education and Experience:

- Bachelor's Degree from an accredited college or university
- Two to three years of database management/marketing experience
- Advanced user of MS Office (Excel, Access, Word, PowerPoint)
- Microsoft Dynamics CRM and WordPress experience a plus
- Understands the importance of ongoing process improvement with ability to create/define processes for maximum efficiency and effectiveness
- Familiar with Google Analytics, social media data and how to analyze data to provide content optimization guidance, optimize website content, and recommend approaches to nurture client and prospect engagement
- Familiar with marketing automation, design, and email communication platform
- An analytical mindset with problem-solving skills
- Excellent communication and collaboration skills

To Apply

Submit your résumé and cover letter by email to: resumes@findleydavies.com or online at www.findleydavies.com.