

JOB DESCRIPTION

JOB TITLE: Analyst (Contract)	DEPARTMENT: Analytical Services	LOCATION: St. Petersburg	JOB CODE:
REPORTS TO: Sr. Director, Brand Marketing Analytics	BAND LEVEL:		ADA CODE:

SUMMARY:

Catalina is a personalized digital media company driving lift and loyalty across the globe for CPG brands and retailers. We sit on the world's largest database of shopper history, from which we derive brand and category insights and produce targeted promotional campaigns based on shoppers' specific purchase histories.

The analytics department at Catalina is responsible for conducting quantitative analyses of the impact of previous Catalina Marketing events as well as identifying future opportunities to leverage the Catalina network (e.g. data insights that lead to highly personalized & efficient marketing to grocery, mass & drug store shoppers).

DUTIES AND RESPONSIBILITIES:

This position will support two major corporate initiatives: first, to improve the effectiveness of future programming based on past program results as measured by ROI; and second, to improve the suite of automated shopper insight tools published to our sales organization.

We are seeking a candidate with strong SAS and SQL programming skills, as well as familiarity with both ANVOCA and regression analysis. The candidate will be based at our headquarters (St. Petersburg, FL), reporting to the Sr. Director, Brand Marketing Analytics assigned to these initiatives.

This position may also involve some client-based analyses.

QUALIFICATIONS:

EDUCATION:

Master's Degree in Business Analytics, Statistics, Math, Finance, Economics, Marketing Research or other quantitative oriented fields (Decision Sciences, etc.). Strong Bachelor's Degree candidates will also be considered. Spring 2015 graduates are encouraged to apply.

EXPERIENCE:

- 2-3 years of experience using statistical software packages in a quantitative, analytical capacity. Relevant work experience a plus.

SPECIAL SKILLS:

- Intermediate to advanced use of at least one statistical software package (SAS, SPSS, STATA) and SQL programming. Experience using SAS highly preferred.

- Ability to demonstrate a command of quantitative methods and statistical applications.
- Ability to rapidly develop sufficient familiarity with proprietary data systems and IT infrastructure to extract data needed to support quantitative research projects.
- Understanding of the CPG industry helpful but not required.

CRITICAL SUCCESS FACTORS:

- Customer Focus (customer orientation; responsiveness; build partnerships; handle difficult situations; does not sacrifice quality to satisfy customer)
- Communication (listening skills; speaking and presentation skills; writing skills)
- Team Orientation (collaboration; shared accountability; show respect for others; build and maintain relationships; manage disagreements; value diversity)
- Results Orientation (display sense of urgency and persistence until goals are met; motivated by results of work rather than reward; apply problem-solving skills to overcome obstacles)
- Adaptability (promote and initiate useful change; flexibility; tolerate and be effective with ambiguity)
- Exceptional Personal Qualities (honesty, integrity; self-confidence; maturity, manageability; thoroughness; conviction; learning; realistic)



SUPERVISION RECEIVED:

X	Under immediate supervision, performs specifically assigned tasks only as instructed, subject to regular check of performance as necessary.
	Under general supervision, proceeds alone on regular duties, referring questionable cases to supervisor or others.
	Under direction where definite objectives are established, plans and arranges own work, referring only unusual cases to supervisors or others.
	Under general direction, incumbent functions independently within broad scope of established departmental policies and practices; generally refers specific problems to supervisor only where clarification of departmental operating policies and procedures may be required.
	Under general direction, works from policies and general objectives with little functional guidance. Rarely refers specific cases to manager unless clarification or interpretation of organization policies is involved.
	Incumbent establishes personal standards of performance within broad framework of policy and objectives as set forth by the Sr. Management.

SUPERVISION EXERCISED:

	Senior Managers
	Managers or Supervisors
	Exempt Individual Contributors and/or Team Leaders
	Non-Exempt Employees
	No formal responsibility, but is a resource to more junior employees
X	None

ADDITIONAL INFORMATION:

The intent of this job description is to describe the major duties and responsibilities performed by incumbents of this job. Incumbents may be required to perform other job-related tasks other than those specifically presented in this description.

All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.