



Job Title: Jr. Data Analyst
Reports To: VP of Operations
FLSA Status: Non Exempt
Approved By: Peter Infante, President
Approved Date: May 2014

SUMMARY

The Jr. Data Analyst will assist the Data Analyst on the design, development and maintenance of campaign databases; the analysis and reporting of results; and campaign planning support in the form of optimization and predictive modeling.

Persons in the Jr. Data Analyst role work well within a fast-paced, deadline driven, team environment; these individuals maintain grace under fire and conduct themselves with professionalism, positivity and respect at all times. The Jr. Data Analyst will also work with the Operations Team to facilitate the reconciliation and stewardship of campaign dollars. The Jr. Data Analyst will have exposure to, and will work with employees across the BT organization.

BUTLER/TILL'S VISION FOR THIS POSITION

The Jr. Data Analyst's ultimate purpose is to work in concert with the Data Analyst to "connect the dots" between campaign activity and business metrics in a way that fuels continual improvements in performance. They turn raw data into actionable campaign insights that drive both the optimization of current campaigns and continual improvement of future campaign strategy and plans. The Jr. Data Analyst will be responsible for "scrubbing" data from multiple sources so that it may be imported into a central warehouse for reporting and analysis. The Jr. Data Analyst will assist in the design and architecture of reporting templates and other internal and client facing output. The Jr. Data Analyst is committed to continuous learning and improvement within their craft; including the development and improvement of processes that insure the ongoing accuracy and efficiency of their work. They are able to organize and manage multiple priorities and projects coupled with the flexibility to adapt to ever changing organizational needs.

SUPERVISORY RESPONSIBILITY

None.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING, BUT ARE NOT LIMITED TO:

OVERARCHING JOB FUNCTIONS

Data integrity	25-35%	Ensure consistency/accuracy of data
Database Maintenance	20-30%	Maintain campaign databases; audit for integrity
Reporting and Analysis	20-30%	Perform database queries and analysis
Presentations and Reports	5-10%	Develop presentations and client reports
Invoice Reconciliation	20-30%	Assist Operations Group

SPECIFIC JOB FUNCTIONS:

- Work with Data Analyst to define key source data, required reporting metrics, assess the status of existing reporting capabilities and work with teams on go forward solutions
- Design and maintain campaign databases; integrating actual media activity and client business metrics

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- Import, scrub, transform, validate and model data with the purpose of helping marketing executives/strategists understand or draw insights from it
- Develop clean, concise reporting and presentations that provide insight into campaign results and recommendations for continued optimization and improvement
- Work with Senior Operations Specialist to learn the reconciliation process and work with Ops. Team to ensure timely, accurate stewardship of client campaigns.
- Perform data quality audits to maintain and assure data integrity
- Perform quality assurance as necessary on all systems
- Serve as an expert in agency software and reporting tools including Strata and Advantage
- Proactively support and participate in agency improvement initiatives
- Other duties as assigned

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE

Requires a Bachelor's degree in Marketing, Computer Science, Information Technology, Statistics, Mathematics, Finance or Economics with 0-2 years of experience. Experience with Microsoft Office Tools is required as well as passion for data/analytics and desire for continuous learning.

- Proficiency with Microsoft Excel, including pivot tables, pivot charting, V-lookup and "if" statements
- Familiarity with the use of relational databases including Access
- Experience with the use of Macros preferred
- Experience using statistical software packages such as SAS or SPSS to perform advanced data analysis is a plus
- Passion for data and analytics, willingness to learn

Must be detail oriented, have the ability to multi-task and possess strong organizational, communication, computer and office procedure skills – while displaying the willingness to learn and the initiative to continually develop skill sets.

KNOWLEDGE AND SKILLS

- Passion for knowledge and learning
- Experience with all Microsoft Office tools especially Excel, Power Point and Access
- Strong verbal and written communication skills; outgoing and comfortable relating to people.
- Independent and self-directed yet also team-oriented.

REASONING ABILITY

Ability to define problems, collect and review data, establish facts, and draw valid conclusions.





WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. (i.e., business office with computers and printers, light traffic).

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Data Analyst may spend long hours sitting and using office equipment and computers.

