

## **JOB TITLE: MANAGER OF ANALYTICS**

## **DEPARTMENT: DATA AND ANALYTICS**

### **Who We Are:**

Integral is a leading analytical consulting firm serving the nonprofit community. We are a dynamic, innovative, entrepreneurial, client-focused consulting team and we are seeking candidates with the same qualities in addition to a good sense of humor.

### **ESSENTIAL FUNCTIONS OF THIS JOB:**

The Data and Analytics team provides in-depth, actionable, insights, to inform multi-channel marketing strategies for our clients. The Manager of Analytics is a key member of the team who will partner closely with the SVP of Analytics to:

- Identify solutions that provide relevant and influential conclusions that address specific business questions.
- Serve as the data lead for key client relationships and present analytical findings to clients
- Partner with Account leads to prioritize client work ensuring that team is focused on the tasks that will have the biggest impact
- Serve as project manager for large team projects
- Mentor and train analysts to ensure redundancy throughout the team
- Develop and maintain and ETL processes for client data warehouses
- Gather and assimilate analytical requirements from those not familiar with relational databases
- Create analytical datasets, analyses and reports within data warehouse environment
- Use a variety of analytical tools (see below)

The position reports to the Senior Vice President of Analytic Services

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### **KNOWLEDGE/SKILLS:**

- **Required** (in descending order of importance)
  - Advanced SQL skills; proven ability to manipulate large relational databases
  - Thorough knowledge of Excel (functions, macros, pivot tables, etc.)
  - SAS coding skills
  - Excellent communication and data presentation skills
  - Ability to quickly learn new analytical tools
  - Master's degree in quantitative discipline (such as Statistics or Information Systems) or 5+ years of experience in direct marketing analytics.
  - An excellent understanding of the concept and applications of data-mining
  - Strong written and verbal communication skills and ability to present complicated concepts to people without a technical background

- Ability to collaborate with others across the organization
- Extensive digital data analytics experience
- **Desired**
  - Python programming
  - Advanced SAS Programming (arrays, loops, macros, etc...)
  - Experience with Google Analytics API and developing API scripts
  - R programming

#### **COMPLEXITY/PROBLEM SOLVING:**

- Ability to coordinate projects with many variables, set realistic deadlines, and manage a timeline.
- Resolve complex issues independently. Experiment to find creative solutions and cultivates the ideas of others to identify potential solutions.
- Learning new software and analytical techniques is a major component of the job.
- Act as a resource to others in team and company-wide to solve problems.

#### **DISCRETION/LATITUDE/DECISION-MAKING:**

- Exercise independent judgement. Work affords significant opportunity to act independently on assigned tasks.
- Make sound decisions based on analysis, experience and judgment.
- May directly supervise other staff and will serve as a team leader for assigned projects and coordinate the work of others.
- Must gain cooperation from individuals across the company in order to accomplish analytic goals.

#### **COMMUNICATIONS/INTERPERSONAL CONTACTS:**

- Ability to provide team members with meaningful information they need to make accurate and timely decisions.
- Consistently demonstrate positive, and approachable attitude/demeanor and discretion.
- Ability to formulate and clearly communicate complex concepts to others.

#### **BUSINESS DEVELOPMENT:**

- While not a primary responsibility, this role does require a role in business development which could include prospect introduction, relationship expansion/retention, and/or subject matter expertise.

#### **INNOVATION:**

- Similar to business development, all members of Integral play a role in internal innovation activities. Typically – as part of a smaller team – this role includes developing new approaches designed to

improve a client service offering, represent a new service offering or address a more effective approach to internal business processes.