

Title: Marketing Research Analyst
Department: Administration - LA
Reports to: Director of Marketing
FLSA Status: Full-Time, Non-Exempt
Date Prepared: September 2011

Summary:

Conducting primary and secondary market research, analysis, report writing, and presentation preparation on topics of strategic interest to the firm and accounting industry. Included are targeted geographic company research, and industry segment reports. The individual will be expected to interface primarily with members of the Marketing team, with management, directors, employee personnel and occasionally partners, as needed.

Essential Functions:

Research, New Media and Analytical Skills

- Strong analytical and reporting skills must be able to understand and analyze data from research databases and secondary research sources.
- Knowledge of research software tools such as Audit Analytics, Hoovers, Capital IQ, LexisNexis, Internet and Social Media research applications or similar
- Strong knowledge of New Media and Social Media applications and tools that can benefit the business enterprise through implementation and application (LinkedIn, Twitter, Facebook, RSS feeds, Jigsaw, etc.)
- Analytical, problem solver, collaborative, strategic, results-oriented, and multi-task oriented.
- Strong Excel skills including reference formulas (e.g. vlookup), filtering, pivot tables, and trending charts development.
- Strong PowerPoint skills to create and deliver presentations that communicate vital marketing information.
- Has the ability to effectively multi-task in a deadline driven atmosphere.
- Strong organizational skills and ability to prioritize projects based on business needs.
- Strong communication skills, including the ability to clearly and effectively communicate and present analysis findings and recommendations for marketing strategies.
- Knowledge of the online business marketing and financial principals (Market Capitalization, Revenue, Public/Private company financial and executive profile, website impressions, clicks, conversions, ROI) preferred.
- Represent the Firm in all Marketing areas and at outside events

CRM Skills

- Understanding of CRM
- Assist in the development of standardized business practices for data entry including managing back-end workflow maintenance from database information transfers
- Ability to enter, maintain clean and up-to-date data in CRM.
- Promote use of CRM and integration into end-user workflow.
- Providing ongoing support and training to staff with Marketing Research Analysts oversight

E-Marketing Skills

- Enforce email best practices & policies and CAN-SPAM compliance
- Review monthly e-marketing related reports
- Email list management
- Knowledge of Social Media applications and tools to help enhance the business enterprise

Non-Essential Functions:

- Graphic design background in Adobe Illustrator, Dreamweaver, In-Design, Photoshop, Constant Contact, CMS

Knowledge, Skills and Abilities:

1. Demonstrated computer skills sufficient to use various Microsoft applications, including Word, Excel, and PowerPoint.
2. Strong writing skills to compose business correspondence and reports that are clear concise and grammatically correct.
3. Oral and written communication skills sufficient to obtain and convey information in a clear and concise manner.
4. Ability to organize workflow and prioritize assignments which accurately reflect the relative importance of job responsibilities and assignments.
5. Very detail-oriented with the ability to work under tight timelines

Supervisory Responsibilities: None.

Working Conditions

- Minimal Hazards. General office working conditions.

Minimum Qualifications:

1. At least 1 years in an analytical/statistics focused position, preferably in online marketing analysis-oriented role.
2. Bachelor's degree in marketing, advertising, business, economics or mathematics/statistics preferred

This job description does not list all the duties of the job. You may be asked by Partners or peers to perform, or assist in performing, other instructions and duties. You will be evaluated in part based upon your performance of the task listed in this job description. Management has the right to revise this job description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time, for any reason.

Date: September 2, 2011

Employee's Signature: _____

Employee's Printed Name: _____