



M Squared Group

Job Title: Marketing Analyst

If you want a unique opportunity to expand your skill set and expertise and be part of an exclusive team of smart colleagues, then please keep reading.

The team at M Squared is hoping you are interested in joining us as our next **Marketing Analyst**. The opportunity at M Squared is like no other. No two days will be the same. You will have the opportunity to work in a fast paced, ever changing environment and be given an opportunity to learn something new every day. Our **Marketing Analysts** wear many hats while supporting client projects - from coordinating project teams and timelines to building data-focused presentations that will help our clients grow their businesses.

The **Marketing Analyst** position is responsible for day-to-day project coordination and development of client deliverables. As a Marketing Analyst you will get the chance to work on projects from start to finish in a collaborative environment with mentoring and learning opportunities along the way.

More specifics on the Job Description:

- Project coordination including timeline management, setting and managing client expectations, tracking issues, risks, and escalation.
- Daily client interaction (in person or via phone/email)
- Project team coordination, including assigning and tracking team member tasks
- Collaboration with data analysts to develop and present client deliverables (translate analysis findings into business-friendly language and visuals using PowerPoint presentations)
- Data analysis and business process diagram creation using Excel, Access, and Visio as your "toolbox"
- Additional project support and tasks as needed on project-by-project basis

Requirements:

- Bachelor's degree in marketing, management, or other related field
- 1 - 3 years experience in marketing, sales, or other related business function
- High level of proficiency in MS Office Suite (esp. Excel, Access, PowerPoint, Visio)
- Strong interpersonal skills: ability to be client-facing and facilitate conversations with clients
- Experience in or exposure to foundational concepts of database marketing
- Excellent written and verbal communications skills
- Ability to prioritize tasks individually and within project teams
- Ability to manage to deadlines and deliver on commitments
- Ability to juggle multiple clients and projects on a daily basis
- Openness to learning new skills and software as necessary

Desired:

- Presentation experience a plus
- Project management/coordination experience a plus
- Consulting experience a plus



M Squared Group combines the best in data mining, analysis, campaign execution and change management with top-notch marketing savvy to deliver quick-hitting and effective marketing programs. Our solutions to client problems begin with analysis of key customer behaviors and result in actionable marketing recommendations with meaningful financial benefits. In addition, we support our clients in executing recommendations and overcoming the challenges that come with implementing new processes.

Based in Eden Prairie, Minnesota, our office is a fun, flexible, collaborative environment where independence is encouraged, but support is also close at hand. We value our people, their careers, and their work life balance.

Please send your resume and cover letter to: Marci.stevenson@msquaredgroup.com