Position Description

Position Title:	Manager, Decision Support
Reports To:	Sr. Director – Marketing Services and Decision Support
Department:	4210 - Analytics
FLSA:(Exempt/Non-Exempt)	
Band/Level:	

Position Summary

The Manager, Decision Support will work with business leaders and senior executives to identify, analyze, and interpret business trends, risks, and opportunities and make appropriate recommendations for actions to be taken. A successful candidate will fully understand the details of multi-channel, direct to consumer marketing techniques and strategies and possess the ability to effectively communicate performance trends and results to business leaders.

Duties and Responsibilities

- Perform periodic reviews of key marketing campaign assumptions such as response curves, revenue attribution methods, and marketing investment payback thresholds.
- Work with business managers and senior executives to generate profit and loss expectations for new marketing campaigns and business initiatives with a particular focus on measuring incremental ROI across a variety of Marketing campaigns.
- Provide ad-hoc analysis to support the business including evaluating test performance, developing sensitivity and scenario models to evaluate new initiatives, assisting with strategic imperatives (e.g. contact strategy, ROI analysis), and provide actionable recommendations.
- Create and maintain strong working relationships with multiple business and technology teams and key vendors to ensure data integrity and develop new capabilities to improve analysis and reporting.
- Utilize tools such as Google Analytics and Looker as well as custom SQL programming to create and automate reports and ad hoc analyses.
- Provide senior executives and line of business managers with both regular and ad hoc business performance updates based on customer level trend analysis.
- Develop and maintain forecasting techniques to project revenue, costs, and profit to help inform investment decisions.
- Liaison with the Data Services group for issues impacting data needed for reporting and analysis.
- Manage the development and scoring updates to response models. An outsourced vendor is used for the bulk of this process.
- Define analytics development roadmap, including data sets, analytical applications, and process improvements.
- Perform other duties as assigned.

Education and Experience

- Bachelor's degree from an accredited four-year college or university in related profession/field
- Minimum Years of Experience Required: 3
- Experience Details: statistical analysis, SQL programming, comfortable presenting analysis to executive level staff
- Technical Details: 3+ yrs. of SQL programming experience, working knowledge of statistical tools

Preferred Qualifications

Position Description

- Experience working in multi-channel, direct-to-consumer marketing industry
- Strong knowledge of Excel formulas, macros and pivot tables
- Excellent verbal and written communication skills

Position Description Approvals	
Dept. Senior Executive:	
Date Approved:	
HR Representative:	
Date Approved:	