



Target MarkeTeam

DATA ANALYST, PREDICTIVE MODELING

Company:

Target MarkeTeam, Inc. (www.tmtinc.com)

Direct Response Advertising Agency Specializing in Fundraising for Nonprofit Organizations

Location:

Atlanta, Georgia (Near Perimeter Mall, next to Sandy Springs MARTA station)

Work Experience:

Some relevant work experience is desired but not entirely required. Preferably, candidates will have exposure to data analysis on customer/donor behavior and an understanding of direct response marketing segmentation.

Education Level:

Minimum of a Bachelor's degree in mathematical/engineering/technically oriented major. Master's degree would be a plus, but not required if candidate has 3+ years' experience in marketing analytics.

About Target MarkeTeam:

At Target MarkeTeam, we believe in doing good work and work that does good. TMT is a full-service direct marketing agency specializing in providing services to many of the leading nonprofit charities in the United States, including the U.S. Fund for UNICEF, CARE, Paralyzed Veterans of America, Smile Train, Memorial Sloan Kettering Cancer Center, Sierra Club, The Humane Society of the United States, and Mayo Clinic.

Along with the opportunity for personal and professional growth, TMT offers a comprehensive benefits package including fully-paid medical and dental coverage, flexible spending accounts, life insurance, a matching Simple IRA retirement plan, minimum of three weeks of vacation/paid time off, 10-15 paid holidays, an innovative and diverse work environment, as well as other amenities.

This is an excellent opportunity to work in a profitable, high-growth advertising/marketing agency that allows you to advance your career, earn a very competitive salary with generous benefits, while also making a positive impact on the lives of children and adults in the United States and around the world!

Job Description:

The Data Analyst will work with client data to create/implement statistical predictive/prescriptive models for donor and prospective donor universes, develop donor profiles, utilize cluster analysis, analyze fundraising campaign results, formulate sensitivity analyses, prepare cash flow reports, forecast revenue, create interactive dashboards, and optimize segmentation of data for ongoing fundraising programs.

Applicants must be detail-oriented, self-motivated and very organized with the ability to multi-task to deliver timely output and handle shifting priorities professionally. The ability to manage/manipulate large data sets efficiently while keeping data very organized and clean as well as continual improvement of new/innovative data visualization techniques are also important. Preferably, applicants should have in-depth skills using Microsoft Excel, and other Office products as well as experience with database analytics and file manipulation using SQL and SAS or JMP.

Please submit resumes to HRDept@tmtinc.com