

Evangelical Lutheran Church in America
8765 West Higgins Road, Chicago, IL 60631

JOB DESCRIPTION

POSITION INFORMATION

Title:	CRM Data Analyst
Supervisor:	Director, Constituent Care
Unit:	MA – Constituent Care
Current Incumbent:	VACANT

Job Context Information

This position designs, develops, and executes reports and analysis needed to support the marketing planning process, constituent segmentation, and constituent behaviors and characteristics; works closely with marketing staff to develop and implement strategy for targeted marketing campaigns; and generating the lists needed to execute these campaign, and is also responsible for maintaining the CRM system data and prospect records to ensure data accuracy and data integrity.

ELCA Job Description

Job Responsibilities:

% of Time

	1.	Designs, develops, and executes reports and analysis needed to support the marketing planning process, constituent segmentation, and constituent behaviors and characteristics; works closely with marketing colleagues and program managers to develop and evolve their database marketing strategies
	2.	Uses prospect database to construct basic to mid-level statistical models that can be used to drive insights as part of lead generation process; makes recommendations to help drive overall gift growth
	3.	Responsible for marketing list generation and/or segmentation and testing utilizing Blackbaud Enterprise CRM; measures, tracks, and analyzes campaign results to provide a clear demonstration of marketing effectiveness, performance and ROI, and determines trends and gaps to recommend marketing strategy.
	4.	Maintains CRM system and prospect records to ensure data accuracy and data integrity; assists with new account setup
	5.	Relates to both technical and non-technical personnel; adapts to new systems/technology; translates analytical data into recommendations for revenue gains and/or expense reduction
	6.	
	7.	
	8.	
	9.	
5%	10.	Performs other duties as required

ELCA Job Description

Required Skills

1. A minimum of five years of progressive experience in database marketing, customer relationship management and analytics, CRM systems, data management and reporting tools; previous marketing or client service and/or project management experience is a plus.
2. Knowledge of relational database technology (SQL Server, Oracle, MS Access) and experience in managing multiple data sets, building query logic and providing data outputs; proven problem solving, analytical, and strategic thinking skills
3. Knowledge of database marketing/data mining, analytical applications, math, statistics and MS Office applications.
4. Strong time management, multi-tasking and prioritizing skills; attention to details; Strong written, verbal and presentation communications skills
5. Ability to adapt to and train others to use new systems/technology

List required certifications or licenses:

Physical Requirements

Travel.

NONE

Physical Effort.

While performing the duties of this job, the employee is regularly required to talk, hear, and see. Arms, hands and fingers will be needed to reach and operate a computer keyboard and touch-tone telephone. Extensive sitting is required. Employee will occasionally need to lift boxes or materials up to 10 pounds. Reasonable accommodation can be made to enable individuals with disabilities to perform the essential functions.

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