



JOB TITLE: SENIOR ANALYST

DEPARTMENT: DATA AND ANALYTICS

Who We Are:

Integral, a leading analytical consulting firm serving the nonprofit community. We are a dynamic, innovative, entrepreneurial, client-focused consulting team and we are seeking candidates with the same qualities in addition to a good sense of humor.

ESSENTIAL FUNCTIONS OF THIS JOB:

The Data and Analytics team provides in-depth, actionable, insights, to inform multi-channel marketing strategies for our clients. The Senior Analyst is a key member of the team who will:

- Develop and maintain and ETL processes for client data warehouses
- Gather and assimilate analytical requirements from those not familiar with relational databases
- Create analytical datasets, analyses and reports within data warehouse environment
 - Ensure analyses and reports are accurate and updated as needed
- Partner with members of the account team to analyze data to develop relevant and influential conclusions that address specific business questions.
- Use a variety of analytical tools (see below)

The position reports to the Vice President of Analytic Services

KNOWLEDGE/SKILLS:

- **Required** (in descending order of importance)
 - Superior SQL skills; proven ability to manipulate large relational databases
 - Thorough knowledge of Excel (functions, macros, pivot tables, etc.)
 - Strong communication and data presentation skills
 - Desire to learn additional database software
 - Master's degree in quantitative discipline (such as Statistics or Information Systems) or 5+ years of experience in direct marketing analytics.
 - An excellent understanding of the concept and applications of data-mining
 - Strong written and verbal communication skills and ability to present complicated concepts to people without a technical background
 - Ability to collaborate with others across the organization

- **Desired**

- Digital data analytics experience
- Understanding of Project Management concepts
- SQL experience within a Microsoft SQL Server environment
- SAS programming
- Understanding of non-profit fundraising

COMPLEXITY/PROBLEM SOLVING:

- Ability to coordinate projects with many variables, set realistic deadlines, and manage a timeline.
- Resolve complex issues independently. Experiment to find creative solutions and cultivates the ideas of others to identify potential solutions.
- Learning new software and analytical techniques is a major component of the job.
- Act as a resource to others in team and company-wide to solve problems.

DISCRETION/LATITUDE/DECISION-MAKING:

- Exercise independent judgement. Work affords significant opportunity to act independently on assigned tasks.
- Make sound decisions based on analysis, experience and judgment.
- Does not supervise other staff but may serve as a team leader for assigned projects and coordinate the work of others.
- Must gain cooperation from individuals across the company in order to accomplish analytic goals.

COMMUNICATIONS/INTERPERSONAL CONTACTS:

- Ability to provide team members with meaningful information they need to make accurate and timely decisions.
- Consistently demonstrate positive, and approachable attitude/demeanor and discretion.
- Ability to formulate and clearly communicate complex concepts to others.

INNOVATION:

- All members of Integral play a role in internal innovation activities. Typically – as part of a smaller team – this role includes developing new approaches designed to improve a client service offering, represent a new service offering or address a more effective approach to internal business processes.