

**JOB TITLE: BUSINESS ANALYST**

**DEPARTMENT: CLIENT SERVICES AND STRATEGY**

**SALARY RANGE: \$70K-\$100K**

Are you ready to apply your analytics, marketing and strategy knowledge to helping many of the world's most impactful non-profit organizations push for change and improve the world we live in? If so, Integral is the right place for you. We help progressive non profits maximize their efforts to raise the funds they desperately need to work on issues related to the protecting the environment, children's health, animal welfare, medical emergencies, among other issues.

**Who We Are:**

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

- Present data-driven recommendations to Integral's leadership & client Directors. This position is a highly visible role both internally and externally though does focus internally first as it serves as the "arm" between Account & Analytic teams.
- Communicate trends internally to help Integral better diagnose challenges and to best prescribe the appropriate analysis and subsequent strategic recommendations to address clients' objectives.
- Wrangles data needed to ensure existing reporting and future analyses can be maintained and executed (One Click Reporting maintenance is included in this)
- Coordinates with Analytics Team on best approach to business questions we receive (this includes ticket development and initial views from the datasets created)
- Updates Monthly Reporting & KPI updates
- Manages miscellaneous analysis (as needed)
- **Manages & develops of the "Best of the Best" repository; both datasets & views**
- Plays a lead role measuring Integral's effectiveness in providing recommendations that turn into client action.

**KNOWLEDGE/SKILLS:**

- **Required**
  - Strong communication and data presentation skills—ability to construct a story around what the data says.
  - Experience providing strategic thinking and leadership to clients and to internal staff.

- Must be comfortable providing strategic direction and recommendations directly to Leadership both within Integral and for our clients' Leadership.
  - Natural project management skills, excellent communication skills and strong attention to detail.
  - Collaborate with the analytics team, other senior staff and client services team members to develop innovative strategies or service offerings.
  - Act as a high value strategic thinking resource to be leveraged by other client services team members to assist them with addressing client challenges.
  - Understand clients' growth goals, challenges and capabilities to prescribe the most beneficial analytical and reporting services.
  - Develop Key Performance Indicators and toolsets to ensure we're setting and tracking targets based on recommendations.
  - Act as primary point of contact for a suite of clients.
  - Proactively manage client relationships and communicate areas of opportunity or concern to senior staff.
  - Direct client priorities and internal resources to meet client needs.
  - Develop mastery of Integral's core toolsets and perform trend analyses at the micro and macro levels.
  - Present findings to clients, outlining key opportunities and challenges.
  - Take initiative in refining and developing internal processes designed to improve efficiency and/or to help manage internal resources more effectively.
- **Desired**
    - Prior experience working within non-profit fundraising or direct response.
    - High degree of comfort working with pivot tables, power pivot
    - Digital data analytics experience.
    - Prior experience in an account management or client-facing role.

#### **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:**

- Evaluate current business models, anticipate future obstacles in order to develop & implement growth pathways.
- 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 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.

#### **CLIENT INTERACTIONS:**

- While many client interactions are managed by a senior clients' services partner, this role requires the team member to provide clear insight into the meaning of the data in a manner to inform strategy.
- This role requires a strategic perspective to identify creative solutions to challenges faced by clients that may require new approaches. Additionally, this role requires the ability to communicate with junior and senior staff to communicate complex concepts in a clear and concise manner as noted above.

#### **BUSINESS DEVELOPMENT:**

- While not a primary responsibility, this role does require a role in business development which could include prospect introduction, relationship expansion, and/or subject matter expertise.

#### **INNOVATION:**

- Like business development, 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.