



Connecticut's Health Insurance Marketplace

Marketing Database Analyst Job Posting

Salary Range: \$65,000 - \$85,000

Summary /Overview:

As a Marketing Database Analyst, this exempt position reports to the Chief Marketing Officer and is responsible for the development and execution of assigned analysis projects for marketing campaigns and database marketing support.

Our **Vision:** The AHCT supports health reform efforts at the state and national level that provide CT residents with better health, and an enhanced and more coordinated health care experience at a reasonable, predictable cost.

Our **Mission:** To increase the number of insured residents, improve health care quality, lower costs and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

Essential Duties and Responsibilities

- Liaison with Knowledge Based Marketing (KBM) to set up, maintain, and create analysis projects/reports through marketing database
- Analyze results of direct mail campaigns, email campaigns, web marketing, and marketing tests
- Prepare and maintain in-depth campaign analysis/reporting and present recommendations to management
- Perform financial analysis (LTV/ROI) of promotions and other customer communications
- Participate in development, maintenance and validation of predictive marketing models
- Participate in data mining to provide direction on future campaigns
- Conduct marketing test design and segmentation
- Identify evaluate, and acquire additional predictive/descriptive data sources
- Prepare mail and email files

Competencies: to perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Synthesizes complex or diverse information; Collects and researches data.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully.
- Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality.
- Oral Communication - Listens and gets clarification; Responds well to questions.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; Varies writing style to meet needs; Able to read and interpret written information.

- Teamwork - Balances team and individual responsibilities; Contributes to building a positive team spirit.
- Professionalism - Accepts responsibility for own actions; Follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality.
- Attendance/Punctuality - Is consistently at work and on time.
- Dependability - Follows instructions, responds to management direction; Commits to additional work hours when necessary to reach goals.
- Initiative - Takes independent actions and calculated risks; Asks for and offers help when needed.

Qualifications: the requirements listed below are representative of the knowledge, skill, and/or ability required.

- BA/BS in Engineering, Mathematics or computer science or at least equivalent combination of education and experience. Masters preferred.
- 5+ years' experience in a database or direct marketing-driven company
- Demonstrated experience programming/query with SQL Server
- Experience with VB, C# or C/C++. Visual Studio experience highly desirable
- Proficiency in MS Office: advanced MS Excel (pivot tables a must), MS Visio, MS Access, and MS PowerPoint skills
- Excellent analytical and organizational skills
- Excellent written, oral, and interpersonal communication skills
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Physical Demands: the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, use hands to type data, and utilize a phone or other electronic communication devices. This employee may occasionally have to operate business machines. Specific vision abilities required in this job include close vision and the ability to adjust focus.

Work Environment: the noise level in the work environment is usually low. Requires fast-paced deadlines and has a high stress at times. Presentations to the Board of Directors are required. Minimal travel.

Access Health CT is an EEO and Affirmative Action Employer

Please send your resume with a cover letter to: **HRinbox.CTHIX@ct.gov**