



Job Title: Marketing Database Analyst
Reports: Chief Marketing Officer
Department: Marketing

FLSA Status:

Summary /Overview the Marketing Database Analyst is responsible for the de execution of assigned analysis projects for marketing campaigns and database support.

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

Our Mission: To increase the number of insured residents, improve health car costs and reduce health disparities through an innovative, competitive marketpl empowers consumers to choose the health plan and providers that give them th

Essential Duties and Responsibilities

- Liaison with marketing database vendor (to be determined)) to design a marketing database for the organization.
- Serve as the primary point of contact with the database services vendor creation of analysis projects/reports through marketing database
- Analyze results of all media and marketing tactics, including but not limit campaigns, email campaigns, web marketing, and mass media.
- Prepare and maintain in-depth campaign analysis/reporting and present recommendations to management
- Perform financial analysis (LTV/ROI/CPA) of promotions and other custo communications
- Participate in development, maintenance and validation of predictive ma
- Participate in data mining to provide direction on future campaigns
- Conduct marketing test design and segmentation
- Identify evaluate, and acquire additional predictive/descriptive data sour
- Prepare mail and email files when needed

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

- Analytical - Synthesizes complex or diverse information; Collects and re
- Problem Solving - Identifies and resolves problems in a timely manner; (analyzes information skillfully.