

POSITION DESCRIPTION FOR JOB POSTING

Position Number: 00068030

Description Activated On: 5/8/2024 2:10:34 PM

Position Purpose: Describe the primary purpose of this position and how it contributes to the organization’s objectives. Example: *Provides clerical and office support within the Division to ensure its operations are conducted efficiently and effectively.*

The marketing research analyst is responsible for overseeing and conducting market research, extracting data from internal and external sources, and performing analytical and evaluative work to help guide agency marketing initiatives that improve agency efficiency and effectiveness through recruitment, retention and reactivation of anglers and boaters in Pennsylvania. This work involves gathering, organizing and analyzing data to determine impacts of changes and developing solutions and recommendations, including developing statistical and narrative reports. As a contributing member of the creative team developing content for all PFBC communication channels for outreach and marketing, this employee leads the analysis and review of marketing program outcomes to improve their effectiveness and impact on sales and engagement with PFBC initiatives. Work is performed independently to gather, manipulate, interpret and synthesize data on market forces, trends and human dimensions and reviewed by the director of the bureau.

Description of Duties: Describe in detail the duties and responsibilities assigned to this position. Descriptions should include the major end result of the task. Example: *Types correspondence, reports, and other various documents from handwritten drafts for review and signature of the supervisor.*

Uses research techniques to provide data-informed recommendations that help in decision making to optimize customer reach, market position, and positive public perception.

Determines appropriate evaluation or study methods and compiles and analyzes data on consumers and consumer behavior, competitors and marketplace and industry trends consolidating the information into actionable strategies.

Develops regular reporting of data analysis that is easily consumable and provides recommendations helpful to PFBC staff for marketing, sales and positive public engagement strategy, including preparing tables, charts, and graphs.

Leads data generation projects for program analysis valuable to the PFBC by designing, executing, analyzing and reporting surveys and other data collection methods like focus groups and interviews. May include assigning and reviewing work with other employees and training for the use of statistical or data collection tools.

Work with digital media and marketing staff to oversee and track the analytics connected to the Commission’s content and engagement platforms, using various methods and establishing metrics and assessments of goals and objectives that optimize strategies to increase engagement and revenue.

Responsible for collecting appropriate and robust data throughout digital marketing campaigns, including email, website, and education and outreach programming; and for assessing effectiveness in reaching goals for recruitment, reactivation and retention of customers.

Reviews and prepares federal, state or industry-related grants to qualify for federal or other funding to support human dimensions and marketing behavior research and campaigns that are designed to execute against research findings.

Develops, administers and maintains contracts that support data collection and analysis initiatives for measuring performance.

Develops and maintains planning documents, procedures and manuals for use of analytical and evaluation tools.

Responds to inquiries regarding analytical and statistical data maintained by the bureau.

Decision Making: Describe the types of decisions made by the incumbent of this position and the types of decisions referred to others. Identify the problems or issues that can be resolved at the level of this position, versus those that must be referred to the supervisor. Example: *In response to a customer inquiry, this work involves researching the status of an activity and preparing a formal response for the supervisor's signature.*

Employee works with a great deal of independence in executing research projects and initiatives. Independently determines methods for reaching and accessing goals. Maintains close contact with Bureau Director and works with the BOEM team as well as across the agency.

Requirements Profile: Identify any specific experience or requirements, such as a licensure, registration, or certification, which may be necessary to perform the functions of the position. Position-specific requirements should be consistent with a Special Requirement or other criteria identified in the classification specification covering this position. Example: *Experience using Java; Professional Engineer License*

Experience:

Minimum of two years of professional analytical marketing or advertising research experience or human dimensions research experience including program evaluation and development of recommendation; and a bachelor's degree;

Or Equivalent combination of experience and training

Licenses, registrations, or certifications:

1. Class C Driver's License
2. N/A
3. N/A
- 4.
- 5.
- 6.

Essential Functions: Provide a list of essential functions for this position. Example: *Transports boxes weighing up to 60 pounds.*

1. Performs full range of duties.
2. Prepares digital marketing and advertising campaign assessments.
3. Analysis and evaluation of retail ecommerce platform data.
4. Works with analytical tools like Qualtrics, Google Analytics (G4), Google ads
5. Prepares reports for general audience with advanced skills in Excel, Power BI, Tableau or similar visual data aggregation tool
6. Proficiency in SQL a plus
7. Working knowledge of SEO
8. Creates content including analytical graphics and other digital assets
9. Communicates effectively orally and in writing.
10. Travels as required.