

Marketing Analyst

Lightspeed Technologies, Inc. is local company specializing in classroom audio systems to maximize the learning environment. If you have a heart to serve children and teachers, like a work environment that treats people like family, and already live by our core values of integrity, people first, action, generosity and accountability.

The Marketing Analyst provides analytical support for strategic pricing, market assessment, competitive research, and customer data analysis. This includes researching, analyzing and segmenting markets, tracking competitive activities and Lightspeed success by region, investigating the potential effectiveness of direct and indirect marketing approaches, and working with product forecasting models and sales pipelines. The Marketing Analyst will also manage results from marketing campaigns and promotions to assess ROI and identify opportunities to increase marketing ROI. This person will analyze and track strategic opportunities, collaborate across multiple functions in Lightspeed to create pricing and programs that maximize value and set Lightspeed apart in the eyes of the customer.

Essential Duties & Responsibilities:

- Analyze and track key strategic opportunities. Develop and maintain related special pricing models
- Conduct market and competitive research to support strategic planning
- Perform ad-hoc analysis and develop reporting dashboards that provide insights into Lightspeed performance
- Develop tools for evaluating ROI of marketing campaigns and promotions and identifying opportunities for improvement
- Collaborates effectively, in person and by phone with sales, product marketing and operations to maintain an accurate pipeline for forecasting and budget planning, resulting in strong working relationships and business results.
- Manage and update all product pricing documents, domestic and international

Relationships & Supervisory Responsibilities:

- Reports to VP of Marketing
- No supervisory duties
- Collaborates across all functions including Product Managers, Operations, Finance, Installation Managers, Bids & Contracts Manager, Sales Support, and Field Sales.

Qualifications:

Must be able to perform each essential duty satisfactorily, and possess the following skills:

- Bachelor's Degree preferably in a quantitative discipline, such as Finance, Applied Statistics or Marketing Research
- 3-5 years experience in an analytics role in marketing or finance
- Computer skills: intermediate MS Word, Excel, PowerPoint, database (including sorting and searching data and creating customized reports. For example experience with Crystal Reports or Access).
- Interactive/collaborative/cross-functional communicator
- Excellent writing and presentation skills
- Strong attention to detail and ability to manage multiple projects simultaneously
- Analytical skills and interests, including demonstrated ability to shape data into information usable for making business decisions
- Must be able to work in office 5 days a week
- Available for periodic overnight domestic travel
- CRM experience desired

Minimum qualifications for this position are Bachelor's Degree preferably in a quantitative discipline, such as Finance, Applied Statistics or Marketing Research; computer skills: intermediate MS Word, Excel, PowerPoint, database; and analytical skills and interests, including demonstrated ability to shape data into information usable for making business decisions. Applicants must indicate at least these skills via cover letter to be considered a potential candidate for this position.

The Fine Print:

Lightspeed only accepts resumes submitted as directed * Salary commensurate with experience, base + incentive * We take seriously our responsibility for the safety of our employees, vendors and customers, particularly the children we serve in schools. Lightspeed performs a background criminal check and verification of previous employment prior to finalizing all hires * Preference given to local candidates; relocation benefit is not available. * Equal Employment Opportunity is a fundamental principle at Lightspeed where employment is based upon personal capabilities, qualifications and passion for our core values. The company's global operations do not discriminate in employment opportunities or practices on the basis of race, color, citizenship,

religion, gender, age, national origin, disability, marital status, veteran, or current or future military status, or any other protected characteristic as established by federal, state or local ordinances. This applies to all policies and procedures relating to recruitment and hiring, assignments, compensation, benefits, opportunities for advancement, termination and all other terms and conditions of employment.

Please apply by emailing your resume and cover letter to: lshr@lightspeed-tek.com