

Marketing Analyst

Job Title: Marketing Analyst

Department: Sales & Business Development

Location: Mt Sterling, IL or Chesterfield, Missouri

Supervision:

- Reports to eBusiness Support Manager.
- Executes work under direct supervision 5% of the time, works independently setting work schedule priorities 95% of the time.
- Does not supervise others.

Primary Purpose:

The analysis of all marketing at Dot Foods: campaign analysis: audience segmentation, assessment and recommendation during campaigns, campaign outcomes. In addition, this role will provide market analysis for Dot Foods: analysis of industry opportunities, research and insight on customers, suppliers and chain account. This role is key in helping the company plan, execute and measure marketing activities.

Essential Responsibilities:

- Responsibility for campaign support including: digital, event and telemarketing analysis; Audience segmentation and lead scoring, and analysis of campaign effectiveness.
- Provides marketing reporting by utilizing Excel, various AS400 and other software programs.
- Plan, execute and communication of ongoing analysis of marketing data from our e-commerce platform.
- Responsible for Market Research including: analysis of industry trends and identifying opportunities for Dot Foods to act on those trends; research and insight on customers, suppliers, chain accounts and potential customers.
- Track, analyze and communicate to key business leaders on the participation, retention and revenue collection of marketing programs.
- Participate on teams to plan, execute and measure marketing programs.
- Coordination and communication across departments, locations and with customers and suppliers as we evaluate and test projects.

Occasional Work:

- Occasional evening and weekend work
- Occasional overnight travel to other facilities or to outside training resources and the ability to travel without restriction via plane, auto, train or other transportation to meet the responsibilities of the job.

Safety Responsibility:

This position assumes responsibility for the workplace safety of self and co-workers, and for the safety conditions of the work locations and special event venues, exercises and promotes safe behaviors and shows unyielding support of programs, rules and policies regarding safety.

Requirements:

- College Degree or equivalent Dot Foods experience.
- Excellent critical thinking ability, creative and entrepreneurial skills
- Excellent professional communication skills
- Strong time management and organizational skills
- Demonstrated experience working with large data sets in Excel, Access and other tools
- Excellent planning skills
- Strong math, statistical analysis and numerical reasoning skills
- Proficient computer skills
- Occasional overnight travel; ability to travel without restriction by all modes of transportation, including car, plane or train to attend meetings or training.

Posting: This position information will be posted on company bulletin boards until September 7, 2016.

To Apply: to apply for this or other open positions, please visit www.dotfoods.com and use the following information:

- Use the 'Careers' link at the top or bottom of the web page ([current Dot/ DTI employees](#), use the 'Employee Links' option at the bottom of the web page.)

- Choose 'Job Search' to search for open positions. You can search all jobs or search for a specific position by key word, job field, location or organization.
- On the job search page, you can review all the open positions and specific job descriptions and create an application through the 'Apply' link on the job postings in which you are interested.
- Once you click on the 'Apply' link for a specific position, you will set up a user name and password to start the application process.
- On the job search page, you can create your application through the 'My Jobpage' tab, use the Sign In option at the top right of the page or scroll down farther on the page and use the candidate link on the right-hand side of the page to create an application.

Current Dot/ DTI employees, please note the following:

- To apply for this or other open positions, please visit www.dotfoods.com and use the 'Employee Links' option at the bottom of the web page.
- If you have an application/ resume in the on-line application system, please make certain it is updated with your most current information before applying to posted positions.
- Current Dot Foods/ Dot Transportation employees must have manager approval and meet minimum job requirements before applying to positions.

This position is open to internal and external applicants. Please contact HR Recruiting/ Staffing with questions.

Dot Foods is an Equal Opportunity Employer.