



JOB POSTING

Title: Lifecycle Marketing Analyst

Department: Business Strategy & Analytics

Reports To: VP, Business Strategy & Analytics

The **Lifecycle Marketing Analyst** will lead the efforts to innovate and evolve data-driven marketing operations. This individual will increase the usage of data to personalize experiences with Bears fans across the globe. Partnering closely with others within the Business Strategy & Analytics department as well as the Marketing team, this role will build capabilities to support deeper and more meaningful fan communication. Responsibilities at a high-level will include the development of custom target audiences for actionable sales, service, and fan development campaigns, building of online and offline customer journeys, and helping to steer the overall data acquisition strategy.

The Chicago Bears strive to advance our mission of winning championships by conducting ourselves with humility, integrity, and a strong work ethic. We want you to help us achieve our goals and to be part of the one of most storied franchises in all of sport. We offer our employees professional development, competitive salaries, excellent health and retirement benefits, and an environment where our talent and contributions are valued by the club and the community.

Responsibilities:

- Technology
 - Serve as the day-to-day product lead for marketing technology platforms
 - Liaise with CRM and Data Warehouse lead to migrate and integrate new data sources
 - Run point for the transition of data from Eloqua to Microsoft Marketing
- Technical Data Utilization and Reporting
 - Query target segments from warehouse to be used in owned marketing channels as well as pushed out to third-party platforms. Manage dynamic flow for ongoing campaigns.
 - Automate leads from inbound submissions across platforms into data warehouse, CRM, and/or email and mobile marketing tools in a strategic and hygienic way.
 - Manage data hygiene and data integrity efforts
 - Infuse pertinent data to utilize in various sales and fan development campaigns by developing lists from instructions or using data defined by targets
 - Manage and maintain custom segments to be utilized in fan communication
 - Model multi-step and multi-channel financial and non-financial attribution across channels
 - Build, manage, and own the end-to-end process of campaign performance
 - Perform and report on analytics across strategic tests like A/B testing, send time optimization, and content/creative as well as channel performance based on data-driven and meaningful hypotheses
 - Develop multi-step campaigns that consider full journey of customers for inbound marketing campaigns
- Data Acquisition and Usage Strategy
 - Lead implementation to acquire pertinent data fields via data capture through new/existing digital fields or new data feeds; work with CRM and Data Warehouse lead to map data accordingly
 - Work closely with Marketing, specifically with Digital Marketing Specialist, on customer data acquisition and personalized message strategy



- Work with the Digital Marketing Specialist to identify opportunities for targeted, initiative-specific, and automated customer journeys on an annual and ad-hoc basis
- Work hand-in-hand with Marketing counterparts that will develop fan-facing engagement strategy using existing or to-be-acquired data sources
- Evaluate and prioritize emerging opportunities within the personalized marketing and technology landscape
- Misc.
 - Work Bears gameday and other events on-site
 - Perform related duties as required

Qualifications:

- Undergraduate degree in Computer Science, Statistics, Mathematics or related fields; MS or MBA a plus
- 3-5 years work experience with email marketing, SMS marketing, and/or more generally database marketing tools
- Technical expertise with building queries, pushing/pulling data
- Expertise in campaign analysis and advanced methods of attribution
- Experience with Tableau
- Experience with database cleansing and contact data streamlining
- Optimistic problem solver, attracted to unique solutions to challenges or opportunities
- Self-directed, motivated, and comfortable working in a fast-paced environment
- Strong verbal and analytics skills, including ability to share technical or data-based information in a simple and actionable way
- Effective collaborator, experience working across multiple departments or stakeholder groups
- Fluent in Microsoft Office suite: Excel, PowerPoint, Word, Outlook, Teams
- Working knowledge of CRM and data warehouse a plus
- Graphic design skills a plus
- Able to work nontraditional hours in nontraditional settings including holidays, evenings, and weekends

This list of position functions is not all-inclusive and may be supplemented or modified.