THE ROLE

We are seeking a **Marketing Data Science Analyst** to help analyze and activate data from its growing stable of marketing technologies to address the evolving needs and objectives of the Global Marketing organization. The person in this new role within the Global Marketing department will also maintain relationships between information technology and marketing to facilitate data-driven decision-making throughout the organization. This individual will report to the Sr. Manager of Marketing Analytics to support data science efforts, and to ensure our marketing platforms, applications and data flows are optimized to support the needs of the marketing organization and its key business partners. A successful candidate is expected to conduct advanced analyses and models, and support data sourcing and technology integrations.

WHAT YOU WILL DO

**Marketing Advanced Analytics and Data Science**
- Participate in and support cross-functional initiatives aimed at enhancing the overall client experience through segmentation, personalization and targeting activities.
- Support analytics and data science initiatives (e.g., website personalization, A/B testing, segmentation, modeling, predictive analytics, etc.).
- Demonstrate deep passion for delivering and articulating actionable insights to optimize and evolve marketing programs and initiatives.
- Work with external consultants, agencies, and vendors to ensure technology is up-to-date and optimized for data within the broader marketing technology ecosystem.

**Marketing Technology Support**
- Support and assist in the development and integration of marketing technologies, platforms, and environments to effectively deliver data driven insights.
- Collaborate with internal technology teams to develop data requirements and solutions for marketing data science and analytics needs.
- Assist in the integration of marketing technology systems with non-marketing platforms (e.g., CRM systems, databases, cloud-based applications, API connections, etc.).
- Monitor performance of marketing technology and analytics platforms, applications, and networking to identify data issues and opportunities for enhancing applications’ data and data flow.
- Support on-going data privacy and compliance reviews of marketing technology products.
- Define the data sourcing and technology operations for the Customer Data Platform.
- Participate in proof-of-concept (POC) efforts when implementing innovative technology integrations (i.e., CDP).

WHAT WE ARE LOOKING FOR

- BA or BS in Management Data Science, Computer Science, Engineering, or other related Marketing field; advanced degree in related areas a plus, with 5-6 years of experience in an analytical business environment including, but not limited to, web analytics, data architecture, modeling, media/digital content, etc.
- Experience with R, Python or SQL (all three a plus).
- Working knowledge of Google Analytics or Adobe Analytics (Adobe Analytics a plus).
- Working knowledge of how various Marketing Technology applications work together: Adobe Experience Manager, Adobe Analytics, Adobe Campaign, Adobe Target, Adobe Analytics, Customer Journey Analytics, Real Time CDP, etc.
- Working knowledge of Confluence and JIRA, or other documentation and agile-based workflow tools.
- Deep proficiency with MS Office applications (Excel, PowerPoint, and Word).
- Experience in marketing analytics or financial services/wealth management a plus.
- Strong organizational and communication skills; ability to understand and communicate technical issues to a broad audience.

**MFS Marketing Technology Stack**

- **Adobe Product Suite**: Adobe Experience Manager, Launch/Data Collection, Analytics, Adobe Audience Manager, Target, Campaign, Marketo, Adobe Experience Platform, Customer Journey Analytics, Real Time CDP.
- JIRA
- Confluence
- Collibra
- Salesforce