



# Concourse

## Superior Syllabus Management

## Marketing Analyst Job Summary

Intellidemia is seeking a data driven marketing analyst to join our rapidly growing organization. Candidate must have experience conducting effective consumer research, complex data mining/analysis, as well as creating compelling data visualization and charts. Should be confident making critical decisions independently and eager to play a key role in the organization.

## Working at Intellidemia

Concourse is the pioneer in Syllabus and integrated CV (curriculum vita) management, starting in 2006. We innovated a totally new approach to a problematic, complex, chaotic, manual workflow on college campuses with a streamlined, centralized, cloud-based solution that quickly took over higher education.

Our corporate culture values personal initiative and tenacity in the context of a collaborative, teamwork environment. You'll have great latitude to achieve goals and objectives with all the support, resources, and team help you deserve. Come ready to work hard, have fun, and leave your mark!

We're an edtech company, but not a startup.

We're a nimble team, yet a world leader in what we do.

Your fellow colleagues are all respected industry experts in their functional area.

- #1 market leader
- Extraordinary growth
- Fast paced environment
- Stable, profitable, growing company
- Unlimited opportunities
- Ownership of your functional area
- Industry expert colleagues

- Help colleges and students worldwide
- Extremely stable & robust platform
- Fun, dynamic work environment

## Marketing Analyst Job Duties and Responsibilities

- Assist VP of Sales with pipeline management, forecasting
- Keep CRM up to date, manage and fine tune CRM information
- Assist with conference and trade show planning and participation
- Conduct buyer and market research (online/phone surveys, focus groups, etc.)
- Collect market information through a variety of sources
- Conduct competition research
- Analyze complex data sets and present useful information
- Utilize predictive statistical models
- Extrapolate market trends and patterns from data analysis and suggest opportunities and courses of action
- Consult with VP of Sales and present marketing plans
- Collaborate with sales, marketing, client services, and product development
- Deliver regular reports on your findings and suggested actions
- Produce actionable data visualization, charts, infographics, and other tools

## Requirements and Qualifications

- Bachelor's degree in market research, business, communications or related field
- Experience as a marketing analyst and knowledge of higher education markets
- Proficient using Microsoft Suite, Google Docs, Project Management (Basecamp, Trello, etc.), CRM (Salesforce, Dynamics, Zoho, etc.), Google/Bing Ads
- Excellent verbal and written communication skills
- Motivated self-starter with strong business acuity
- Organized and detail-oriented
- Must be a confident team player who enjoys collaboration
- May require occasional travel

## Benefits

- Medical coverage
- 401(k) with employer contribution

- Holidays/paid time off
- Flexible work arrangements
- Work remotely
- Company provided equipment (computer, etc.)

## To Apply

Provide a cover letter and resume.

Email to [george@intellidemia.com](mailto:george@intellidemia.com)

We participate in E-Verify and we are an Equal Opportunity Employer.