

## **Marketing Data Analyst**

*Immediate Opening (July 2025)*

### **THE POSITION:**

The North Carolina Symphony is seeking an enthusiastic team member to be part of our wonderful organization! The Marketing Data Analyst is a vital member of the Marketing & Audience Development Department and is responsible for providing consultative work requiring technical knowledge of marketing, sales, and promotional data. Responsibilities include gathering and analyzing patron transactional and engagement data to inform marketing strategies that reach ticket sales goals and develop audiences.

### **RESPONSIBILITIES:**

- Working knowledge of marketing concepts and procedures
- Ability to analyze and interpret marketing and sales data to draw valid conclusions to inform marketing strategies
- Ability to gather pertinent data from a variety of sources and to present it orally or in various written formats
- Ability to deal successfully with a wide variety of people including stakeholders, staff, media, and the general public

### **POSITION/PHYSICAL REQUIREMENTS:**

- Must be able to work Monday through Friday, 8:30am-5:00pm, and occasional evenings and weekends
- Must have a valid driver's license issued from within the United States or be able to obtain one within 90 days of employment

### **CANDIDATE REQUIREMENTS:**

- Demonstrated experience performing marketing, communications and engagement strategies
- Demonstrated experience interpreting patron behavioral trends to build new audiences
- Demonstrated experience monitoring marketing campaign performance
- Demonstrated experience conducting A/B testing to optimize marketing efforts
- Demonstrated experience identifying and defining key performance indicators (KPIs)
- Demonstrated experience recommending target audiences for promotional marketing campaigns
- Demonstrated experience collaborating across departments to increase patron loyalty
- Proficiency in Word, Excel, Outlook, and PowerPoint; experience with patron databases.

### **MANAGEMENT PREFERS:**

- Working knowledge of marketing concepts and procedures

- Skilled in analyzing and interpreting marketing and sales data to draw valid conclusions to advise marketing strategies
- Experience gathering pertinent data from a variety of sources and to present it orally or in various written formats
- Excellent interpersonal, verbal, and written communication skills
- Ability to engage successfully with a wide variety of people including stakeholders, staff, media, and the general public

**MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:**

Bachelor's degree in marketing, business administration, crop science, animal science, horticulture, home economics

**OR**

related area of assignment from an appropriately accredited institution

**AND**

two years of experience in the related field

**OR**

an equivalent combination of education and experience.

**OTHER CONSIDERATIONS:**

- This is a full-time salaried position based in the Triangle region of North The salary is \$48,000 – \$53,700 annually. Full employee benefits are offered through the State of North Carolina. You can learn more here: <https://oshr.nc.gov/state-employee-resources/benefits>
- Because driving between worksites and to various locations may be a central function of the position, administrative staff must maintain a valid driver's license and have reliable
- Applicants must be authorized to legally work in the United

**TO APPLY:**

Applications will only be accepted via the link below:

<https://www.governmentjobs.com/careers/northcarolina/jobs/4921155/marketing-data-analyst>

*No phone calls, please.*

**Application Deadline: Tuesday, July 22, 2025**