

Mid-America Christian University in Oklahoma City, Oklahoma has position available for Marketing Analytics Specialist within the Information Technology team. Duties include: Employ search marketing tactics to increase visibility and engagement with content or services in Internet-enabled devices or interfaces. Responsible for generating marketing analytics to allow for data-driven decisions. Ensure that the marketing analytics portal is online and accessible to the campus constituents 24/7. Examine search query behaviors on general or specialty search engines or other Internet-based content. Analyze research, data, or technology to understand user intent and measure outcomes for ongoing optimization. Meet with internal and external marketing constituents to determine reporting needs and use the MACU business intelligence system (Information Builders) to generate these reports for paid sources, including Google and/or Bing. Assist the DBA in administration of Information Builders, Power BI, and all marketing database systems. SQL Database Administration. Create SQL-based marketing reports based on conversations with various constituents. These reports will be produced using Information Builders, InfoMaker, or Power BI software. Administer the enterprise data dictionary, oversee data integrity initiatives, and produce relevant documentation and training materials. Manage the input of analytical data. Interpret analytical data and use this to create and maintain a dashboard for marketing leaders. Must have Master's degree in Business Administration or a Marketing related field, have excellent attention to detail and have one year's experience with SQL related analytics. EOE. Mail resume to Mid America Christian University, Attn: Andy Marks, 3500 SW 119th Street, Oklahoma City, OK 73170.