

SENIOR BUSINESS ANALYST

In 1985, Mike and Kim Crabb founded Diamond C with a small team and a big dream. Over the years, the company has grown significantly, now employing over 650 team members. Diamond C remains a family-owned and operated business, with a strong emphasis on our foundational “Do Work, Love Strong” culture, which is based in Mt. Pleasant, TX.

We are unwavering in our commitment to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. Our purpose is to fuel the growth and success of our team members, customers, and community. We're dedicated to being a positive force for change and using our expertise to make a meaningful impact on our community abroad. This role is located in Mount Pleasant, TX 75455

Purpose:

We are seeking a data-driven Marketing Analytics Specialist to work closely with our Sales, Planning and Marketing teams, focusing on analytic trends, forecasting and market insights. This role leverages advanced marketing research and analytics techniques to guide strategic decision-making, ensuring alignment between market demand and business goals.

Shift & Schedule: Full-time in office.

As our **Senior Business Analyst**, you will take on a pivotal role, blending analytical prowess with strategic execution to empower our organizational performance. Through advanced analytics, actionable insights, and precise forecasting, you will help drive growth and ensure our organization's strategic objectives are met.

This role requires a detail-oriented professional who is equally comfortable delving deep into data and collaborating cross-functionally to turn numbers into impactful action. If you thrive on creating clarity from complexity, managing performance metrics, and enhancing operational efficiency, we want you on our team.

Key Responsibilities:

- **Demand Forecasting:** Collaborate with Sales and Planning teams to develop accurate demand forecasts using historical data, market trends, and predictive models.
- **Advanced Analytics:** Utilize advanced statistical techniques and data analytics tools to enhance forecasting accuracy and refine planning processes.
- **Market Research:** Conduct qualitative and quantitative research to understand market trends, customer preferences, and competitive dynamics.
- **Pricing Analysis:** Conduct in-depth margin and profitability analysis across the organization to drive data-informed pricing strategies and optimize financial performance.
- **Insight Gathering:** Develop and implement surveys, focus groups, and other research methodologies to gather actionable insights for strategic decision-making.
- **Consumer Behavior Analysis:** Analyze consumer behavior to inform targeted marketing strategies and product development initiatives
- **Data-Driven Decision-Making:** Use advanced tools (e.g., Excel, Tableau, Power BI, R, Python) to analyze marketing and sales data, providing actionable insights to stakeholders.
- **Visual Reporting:** Design and present visual dashboards, performance reports, and strategic recommendations to enable informed decision-making across teams.
- **Predictive Analytics:** Apply predictive models to identify opportunities, mitigate risks, and support strategic planning efforts.
- **Campaign Monitoring:** Monitor and analyze digital marketing campaigns using tools like Google Analytics and CRM platforms, ensuring alignment with goals.
- **Sentiment Analysis:** Perform sentiment analysis and other big data techniques to uncover customer sentiment and emerging trends.
- **Cross-Functional Alignment:** Partner with cross-functional teams to align marketing initiatives with production capacity, sales objectives, and overall strategy.

- **Scorecard Management:** Co-develop, implement, and manage scorecards across Sales, Customer Service, and Marketing functions to track performance metrics, identify areas for improvement, and ensure alignment with organizational goals.
- **Process Optimization:** Identify opportunities for process improvement and operational efficiency within the customer success function to drive business growth and retention.
- **Roadmap Management:** Support the development and maintenance of roadmaps for key sales and marketing initiatives, ensuring clear priorities and timelines.

What You Can Expect From Us:

- **Empowered Contribution:** The opportunity to make meaningful contributions, supported by a team that values innovation and creativity.
- **Commitment to Excellence:** A company culture rooted in quality, integrity, and continuous improvement.
- **Professional Growth:** Access to development opportunities within a dynamic and forward-thinking organization.
- **Collaborative Environment:** A supportive, engaging workplace where cross-functional collaboration is celebrated.
- **Purpose-Driven Mission:** Be part of a team that's committed to making an impact on our customers, dealers, and community.

Who You Are:

- A meticulous, data-savvy professional with a strong foundation in analytics and data visualization.
- Proficient in advanced tools and methodologies for data analysis, forecasting, and reporting.
- A collaborative team player who excels at communicating complex ideas in clear, actionable ways.
- A proactive problem-solver with a passion for driving operational efficiency and strategic growth.
- Adaptable and results-driven, thriving in a fast-paced environment where priorities evolve.
- An innovative thinker with a relentless focus on improving performance and delivering measurable outcomes.

Qualifications:

- Bachelor's or Master's degree in Marketing Research, Analytics, or a related field (Master's preferred).
- 2+ years of experience in marketing research, analytics, or a similar role (internships included).
- Proficiency in statistical and data analysis software (SPSS, SAS, R, or Python) and data visualization tools (Tableau, Power BI).
- Strong knowledge of marketing principles, consumer behavior, and market research techniques.
- Familiarity with forecasting models and methodologies.
- Excellent communication and collaboration skills.

Preferred Skills

- Experience in digital marketing and CRM tools (e.g., Salesforce, HubSpot).
- Knowledge of industry trends and demand planning processes.
- Certification in data analytics or marketing research (e.g., Google Analytics, Tableau Certification).

Why Join Us?

- Play a pivotal role in bridging marketing insights with sales and planning strategies.
- Contribute to business growth with data-driven decision-making.
- Competitive compensation, benefits, and opportunities for professional development.

Benefits:

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| ● Medical | ● Other Supplemental Policies |
| ● Dental | ● Physical Wellness Program |
| ● Vision | ● Paid Parental Leave |
| ● Long and Short Term Disability | ● Tuition Reimbursement Program |
| ● Employer Paid 25K Life Insurance | ● 401(k) & Company Match |
| | ● Scholarship |

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.