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| Company | FedEx Services |
| Job ID | 1805082BR |
| Title | Sr. Corporate Marketing Analyst |
| Address | 3860 Forest Hill Irene Road |
| Address 2 | Suite 107 |
| City | Memphis |
| State | Tennessee |
| Zip Code | 38125-2586 |
| Job Category | Marketing |
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| **Position Summary and Essential Duties** | Under general supervision, provides quantitative analysis of competitive intelligence, market segmentation and targeted marketing initiatives for corporate marketing development. Provides updates and reports to sr. management on key projects for the division. |
| **Job Specific Information** | This marketing research senior analyst position designs and manages primary customer research and analysis projects in support of internal client needs.  This analyst works closely with internal stakeholders, other researchers, and outside vendors to produce quality marketing research data that informs business decisions.  **Essential Duties and Responsibilities:**   * Consulting with internal clients on research designs and methods to best meet their information needs, as well as how to best utilize research results. * Managing all steps of the marketing research process, from the initial setup until the report and presentation (for both internally-managed and supplier-led efforts, qualitative and quantitative). * Conducting statistical analysis on marketing research data using SPSS or SAS, and producing meaningful output. * Presenting research findings in a clear and confident manner (both qualitative and quantitative). * Synthesizing and bundling findings for a variety of audiences in different functional areas and levels of the company. * Demonstrated knowledge and passion for customer insight, research methodologies, application, and behavioral science. * Experience leading international marketing research and managing the unique aspects of this work (such as cultural differences, translations, technology readiness, etc.). * Experience with services or B2B research. |
| **Knowledge / Skills / Abilities Considered a Plus** | * Experience is in a directly-related field, such as marketing research and analysis would be a plus. * Analytical/quantitative business, operations research or general marketing experience. * An understanding of basic statistics, as well as experience with statistical software tools such as SPSS and/or SAS. * Expertise and experience with a variety of different research methods, and a deep knowledge of when the various methods are appropriate. * Excellent interpersonal, communication (both verbal and written), problem solving, and consultative skills. * A Master's degree would be a plus. |
| **Relocation Information** | Relocation assistance is available for this position. |
| **Qualifications** | Bachelor's Degree/equivalency in business, computer science or other quantitative discipline such as mathematics, statistics, etc. Five (5) years’ work experience in marketing, analytical/quantitative business, operations or marketing research function. Experience with computer generated support modeling. Strong human relations, communication and analytical skills. A related advanced degree may offset the related requirements. A related Master’s Degree equals two (2) years’ experience. |
| **EEO Statement** | FedEx is an equal opportunity/affirmative action employer (minorities/females/disability/veterans) that is committed to diversifying its workforce.  **Application Process:**  All interested applicants must apply online via our external career opportunities site at FedEx.com. The direct link to the job posting to review and apply is attached below.  <https://careers.fedex.com/services/jobs/26087-264689/Sr.+Corporate+Marketing+Analyst> |