

Sequel Systems, Inc. a leader in the Health IT arena is currently seeking a Marketing Analyst to join its Business Development department as a result of our aggressive product roadmap and growth initiatives. The Marketing Analyst job entails providing insights and information regarding markets, competitors, customers and effectiveness of campaign, in supporting business decisions and in measuring performance.

### **Duties and Responsibilities**

- Providing analysis of all sales activities and marketing campaigns for Sequel Systems and its Partners
- Designing research projects, which answer particular business questions.
- Providing sales and marketing support to Partners
- Analyzing marketing metrics for identifying effect-cause relationships between financial outcomes and marketing actions to raise profitability.
- Conducting market research for determining brand perceptions, understanding customer needs, evaluating market penetration, analyzing competitors.
- Performing customer satisfaction survey annually and compiling results report.
- Completing competitive analysis for maintaining the company competitor advantages.
- Integrating market research information with the company system to develop new leads.
- Monitoring and tracking website messaging, competitive advertisements etc.
- Promote and enhance social media outlets (EHRDiscussions, Twitter, LinkedIn, Facebook etc.).

### **Skills and Specifications**

- Exceptional knowledge of sales, business and marketing processes.
- Strong business reporting, project management and writing skills.
- Should be able to develop effectual relationships and operate with senior executives.
- Effective leadership, time management and organizational skills.
- Strong business acumen, analytical, problem solving, data manipulation and management skills.
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- Should be able to contribute to planning and strategic thinking.
- Strong computer skills that includes reporting software and business intelligence.
- Exceptional written as well as verbal communication skills.
- Should be able to travel as required.
- High level of personal enthusiasm and self-motivation.
- At least 2 years in a marketing role

### **Education and Qualification**

- Degree or diploma in marketing, business or any related field from an accredited university.
- Bachelor's degree in Business or Marketing from an accredited institution.

Must have existing experience in the Healthcare industry preferably Health IT