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# Example of Targeting Analyst Job Description

Our company is growing rapidly and is looking for a targeting analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for targeting analyst

* Assist with developing targeting strategies based on client goals – , student groups, timing, sources
* Participation in the quarterly call planning and/or lead generation processes to ensure all business rules that are developed as part of the strategic decision-making process are appropriately interpreted and executed within our processes and systems
* Ensure that all plans are delivered on time
* Conducting a variety of analytical methodologies to support predominantly technical issues
* Shall maintain currently and profiency in specified Joint and Theater Target Intelligence processes and procedures
* Partner with Customer Targeting team to define audience list requirements for direct mail, email and call list campaigns
* Write and execute T-SQL database queries to generate audience lists for marketing campaigns that support customer segmentation and targeting activities across all segments and channels and execute related batching scripts
* Prepare final audience lists for print vendors, digital team and/or sales and other campaign support
* Partner with Customer Targeting team to assess needs, validate requirements and fulfill data requests
* Write and execute T-SQL database queries for data extraction and analysis to guide customer segmentation and touchpoint strategy

## Qualifications for targeting analyst

* Experience writing analytic products following IC directives and
* Ability to perform network traffic analysis with tools such as Wireshark orNetworkminer
* Experience in support of Civil Maritime missions
* Experience working closely with the Office of Naval Intelligence
* 3 to 5 years of Business Analyst experience
* Strong analytical and program management skills are required, including a detailed understanding of how to translate customer business needs into operational requirements