

Enrich your career while enriching the lives of others! At Hallmark our mission is to Enrich Lives by helping our consumers communicate, connect, and celebrate. By working at Hallmark you will be helping people express their feelings and enhance their relationships, while at the same time building your career with one of the world's most trusted and recognized brands.

The Commercialization and Category Insight team within the Consumer Understanding & Insight (CU&I) department supports Hallmark's core businesses: Everyday Cards, Season Cards, Hallmark Retail Product Development, Gift Presentation, Party, and Greetings Subsidiaries. The team also supports any innovation coming from the Innovation Platform teams as it passes to Commercialization.

POSITION DESCRIPTION

The purpose of the Consumer Understanding & Insights (CU&I) Analyst role is to lead and manage research efforts in support of key business issues. These analysts represent the consumer and shopper perspective and help to stimulate thought provoking & thorough discussion around business partner issues. This position will influence business decisions thru consulting and research support. He/she will explore options and influence key decisions and recommendations around research methods and execution. This individual will report to a CU&I Director or Manager, yet be primarily accountable to the middle management teams in the business areas with which the role is aligned. In addition, he/she will provide proactive thought-leadership and will demonstrate a broader 1-team mindset and behavior, linking across CU&I and business partners.

The primary role for this position is data analytics. In this role, the analyst will be working with many large, disparate quantities of data to address critical business issues.

JOB REQUIREMENTS

BASIC QUALIFICATIONS

- Bachelors degree
- Experience consulting with business areas to assess needs
- Experience analyzing large, disparate data sets
- Experience with SAS/SPSS

PREFERRED QUALIFICATIONS NEEDED

- A problem-solving mindset with an innate sense of curiosity
- Demonstrated passion for understanding people and their behavior
- Bachelor's degree in math, management science, statistics, economics or sociology
- Masters degree or MBA preferred with an emphasis in marketing research, math, management science, statistics, economics or related fields of marketing, sociology, anthropology, or psychology
- 2 years experience working with SAS to analyze large data sets
- Good "people skills" with a developed team orientation
- Strong written and verbal communication skills
- Comfortable presenting to senior management
- Strong analytic capabilities and comfort digging into and integrating consumer data sources
- Ability to translate insights and implications into action with business partners
- Ability to assess situation quickly and develop practical problem solving strategy
- Hands on complete project management; including client consultation, data analysis and manipulation, and presenting results and recommendations

To be considered for this job you MUST apply via the Hallmark Job Site by going to hallmark.com/careers. Click on 'Search Jobs' and then click on the Headquarters and Manufacturing Jobs link. You may locate IRC98496 using the Keyword field or simply search by all locations for a list of all jobs. Applicants who do not apply through the Hallmark Job Site for Headquarters and Manufacturing will not be considered for this job.