



<b>Job Title:</b>	Marketing Analyst
<b>Location:</b>	Houston
<b>Employment Status:</b>	Full Time
<b>Reports To:</b>	Sr. Director, Marketing
<b>Travel (%):</b>	<10 %

<p><b><u>Major Roles &amp; Responsibilities</u></b></p>	<p>Kraton is looking to hire a new member to join the Corporate Development team in Houston, Texas.</p> <p>The primary purpose of the Marketing Analyst will be to monitor marketing and sales trends, including market changes and import/export data on competitive materials, and provide analysis to Marketing leaders.</p> <p>The key responsibilities for this position include but are not limited to the following:</p> <ul style="list-style-type: none"> <li>• Collect data using a variety of methods, such as interviews, questionnaires, market analysis surveys, and literature reviews.</li> <li>• Gather new product sales data resulting from the innovation pipeline and populate data against KPIs, communicate to Marketing and Sales leaders.</li> <li>• Convert complex data and findings into understandable tables, graphs and written reports and present to Marketing leaders.</li> <li>• Gather, develop and maintain monthly segment sales reports for segment leaders</li> <li>• Pull intercompany sales and profitability data around established segments and geographies and keep updated databases for analysis.</li> <li>• Gather and maintain segment pricing databases for pricing analysis and price setting purposes. Provide analysis from this data to assist in developing recommendations with Marketing leaders and sales team.</li> <li>• Gather macro-economic data and provide trend analysis to Marketing leaders.</li> <li>• Manage bi-weekly competitive pricing data gathering and communicate to sales team relative to changes.</li> <li>• Identify trends and patterns to make informed decisions and design and develop initiatives to meet marketing goals</li> </ul> <p><i>The statements above are intended to describe the general nature and level of work performed by employees assigned to this classification. Statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.</i></p> <p><i>Kraton's internal talent acquisition team manages our recruiting efforts and from time to time works with pre-selected/pre-approved external staffing agencies. We do NOT accept unsolicited resumes or candidate referrals from recruiters and/or agencies who are not pre-selected/pre-approved.</i></p>
<p><b><u>Skills and Experience</u></b></p>	<ul style="list-style-type: none"> <li>• 0-3 years' experience in marketing plus BS OR entry level MBA</li> <li>• Excellent Microsoft Office Skills, particularly in Excel</li> <li>• Ability to work in a fast paced environment and handle multiple projects at once</li> <li>• Ability to decipher data and provide relevant information</li> <li>• Ability to operate independently</li> <li>• Ability to research and access data resources online</li> <li>• Understanding of statistical methodology</li> </ul>
<p><b><u>How to Apply</u></b></p>	<p>Submit your resume to <a href="mailto:jobs@kraton.com">jobs@kraton.com</a>.</p> <p>Your privacy is important to us. For information on how we handle your personal data, please review our applicable <a href="#">Privacy Statement</a></p>