Quantitative Marketing Analyst

Mission:

As a Quantitative Marketing Analyst, you will use internal data, content, and tools to help us better serve existing clients and to identify and reach the highest quality prospects for our sales team. Our goal is to increase the number of clients that advocate for our quantitative approach to investing.

It's not just about growing our assets, it's about growing our message in the investing community. You will be central to this process as one of the first individuals to quantitatively tackle this problem in the asset management industry. Most asset managers have not taken a data-driven approach to their marketing, which is why we want to be on the cutting edge.

If you want an environment where you will learn fast and where you use data to make decisions, then O'Shaughnessy Asset Management is the place for you.

Objectives:

As a Quantitative Marketing Analyst, you will make recommendations to improve client acquisition costs by studying internal and external data. This will include creating and improving quantitative rankings of prospects and clients that are measurable through time.

You will manage the firm's content, tools, and other points of broad engagement (website, social media, email, web-tools, video, larger in-person events) to drive measurable increases in engagement.

Creatively gather and integrate new data that can help us better identify and acquire clients.

Competencies:

- Passion for leveraging data to improve business results
- Possess an innate curiosity for investing and markets
- Understanding of the asset management industry and how data are collected, analyzed and utilized
- Excellent interpersonal skills for interacting with clients and prospects
- Intellectually curious and ambitious
- Strong project management skills with ability to work across teams and on multiple discrete projects (patient and kind, but gets things done)
- Track record of successful collaboration with sales teams
- "A/B testing" mindset
- Highly conversant in social media opportunities for engagement (Twitter, LinkedIn, Medium, etc.)

- Process complex data using statistical programs, predictive analytics and other data-driven tools
- Convert data findings into text, tables, graphs and data visualizations
- Evaluate effectiveness of existing marketing, web, and communications programs

Qualifications:

- BA/BS degree required, in a quantitative discipline preferred (Data Science, Economics, Computer Science, Mathematics, Engineering, Quantitative Marketing), or equivalent practical experience
- Experience with database querying languages (SQL)
- Willingness and ability to learn new technical skills as needed

OSAM's Mission:

We pursue a simple mission: learn, build, share, repeat. We constantly learn more about investing, build disciplined strategies to capture the best of what we've learned, and share our broad findings with other curious investors.

Through three decades, we've learned with our clients. We are always striving to improve the capacity of our platform—which includes our data, our proprietary research and portfolio management technologies, and a highly experienced team. Our goal is to deploy this platform for our clients' long-term benefit.

Our culture is one of curiosity. We hire and promote people driven by a need to understand investing, markets, and our industry, and who want to share the excitement of that process with others. Our goal is to bring together a group of knowledge seekers, who enjoy learning and always act with kindness and integrity.

By sharing most of what we learn, we hope to help investors of all types make better and more informed decisions, and ultimately build better portfolios. Experience has taught us that constant exploration is contagious. Through a commitment to education we hope to improve the investing discourse globally.

Please send all inquiries to quantmarketing@osam.com.