

# Senior Analyst, Marketing Operations

Location:	<b>West Palm Beach</b>
Job Code:	<b>22722</b>
# of openings:	<b>1</b>
Job Family:	

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## Description

Ocwen Financial Corporation (NYSE:OCN), through its subsidiaries, provides residential and commercial mortgage loan servicing, traditional and reverse mortgage origination, special servicing, and asset management services. The Consumer Marketing group drives meaningful value by offering value-added products and services to the homeowners Ocwen serves. These products can be company-owned, such as traditional refinance and reverse mortgage, as well as third party products such as home warranties and insurance.

### Responsibilities

In the past few years, the group has increased revenue per loan considerably by improving name utilization and running smaller, more frequent campaigns in more channels. The Senior Analyst, Marketing Operations is responsible for meaningful parts of the execution and reporting needed to make the business run. This includes, but is not limited to, marketing campaign execution (inbound and outbound), the production of solicitation files, and the development of process discipline and infrastructure. This is a highly visible position on a small team that has a lot of impact in the organization.

### Key functions include:

- Build, operate, and report on key marketing processes. Flawless execution of planned marketing calendar, including both front end (solicitation file generation, campaign execution, marketing effectiveness measurement), and back end (policy enrollment, cancellation, financial classifications and reconciliations). Responsible for specified operational reporting as well.
- Consumer Marketing Data Warehouse operation and maintenance. Ensure the quality and freshness of customized data tables that drive production processes and record business performance. Assist in specification and testing when IT development is required.
- Reporting on Effectiveness of Policies and Procedures. Track and report on processes that face either our customers or internal constituencies, such as legal / compliance, audit, and IT. Includes complaint tracking, do not call and opt out processes, and reconciliation processes to support marketing partners.
- Ad-hoc Analysis and Investigations. Support data and analysis needs of special projects as required.

### Key result areas:

- Accurate, effective, and timely execution of well-specified business processes that support the business. Ability to re-engineer processes to support faster turnaround times.

- Accurate, timely reporting of marketing activities to measure success and inform management.
- Ability to build subject matter expertise and insight on best execution of marketing activities

**Qualifications:**

- Understanding of relational database design, ability to use SQL or SAS tools to create production files and manage business processes
- Detail oriented, highly efficient and accurate, able to explain and resolve exceptions
- Able to effectively implement well-defined business processes and be accountable for results
- Bachelor's degree or higher in a quantitative field, at least 4 years of data-intensive work experience
- Familiarity with direct marketing and process management is a plus
- Compensation, which includes a base and bonus, will vary with experience.

<http://ch.tbe.taleo.net/CH02/ats/careers/requisition.jsp?org=OCWEN&cws=1&rid=22722>