



DATA ANALYST

WHY LAFCU?

LAFCU is a credit union that's been serving our community for over 80 years. We have recently expanded to provide financial services to people and businesses across the entire state of Michigan. We are very involved in serving our community and we proudly donate close to \$100,000 back to our community every year; whether we're feeding the hungry, having clothes, diaper and toy drives, working on habitat homes, involved in supporting arts and music in our community and schools, providing financial education to schools, or paying for our community to take their families to the zoo; you'll see LAFCU rolling up our sleeves and giving back.

We are a full service financial institution; providing relevant products and services such as debit and credit cards, savings accounts, auto loans, mortgage loans and many more. We offer our credit union members \$100 cash reward for every new line when switching to Sprint and \$50 cash reward for every line transferred for current Sprint customers, \$2,000 free accident and death and dismemberment insurance, and so much more.

LAFCU is the proud exclusive sponsor of the LAFCU Fireworks series with the Lansing Lugnuts and the official Kit (uniform) sponsor of Lansing Ignite, Michigan's only professional soccer team.

In addition to our competitive compensation package; including 401k, we have a strong tuition reimbursement program; and believe strongly in work/life balance.

WHAT WILL YOU DO?

The role of the data analyst will be to assist the organization in making strategic decisions by mining and providing accurate data; translating data into visualizations; impact in product development; target market messaging; and goal achievement.

Essential Functions & Responsibilities:

- Utilize Marketing Customer Information File (MCIF), SQL Server and other data sources to map over, test and validate attributes that will aid in marketing campaigns and organizational growth strategies. Work directly with MCIF strategists.
- Create and maintain clean, clear and accurate metadata across platforms. Provide management with timely and accurate reports.
- Translate complex data analysis into business language to include extrapolating data from credit union vendors. Build data visualization presentations and reports.
- Assist management with utilization of dashboard(s).
- Volunteer at LAFCU supported community events.
- Perform other related duties as requested.

Knowledge and Skills:

- One year to three years of similar or related experience.
- (1) A two-year college degree, or (2) completion of a specialized certification or licensing, or (3) completion of specialized training courses conducted by vendors, or (4) job-specific skills acquired through an apprenticeship program.
- Work involves extensive personal contact with others and is of a personal or sensitive nature. Motivating, influencing, and/or training others is key at this level. Outside contacts become important and fostering sound relationships with other entities (companies and/or individuals) becomes necessary and often requires the ability to influence and/or sell ideas or services to others.