

**CETERA FINANCIAL GROUP  
JOB PROFILE**

<b>JOB TITLE:</b>	Data Analyst		
Job Family:	Online Operations	Job Code:	
Department:	SmartWorks Operations	Reports To:	Director, SmartWorks Operations
FLSA Status:		Location:	El Segundo, CA
Date Completed:	August 17, 2010		

<b>PRINCIPLE RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>▪ Resolve complex data issues with a thorough understanding of the systems abilities and users needs</li> <li>▪ Work with IT business analysts to implement data verification processes, resolutions and system enhancements</li> <li>▪ Ensure the development of standards and guidelines for clearly defining all aspects of the data issue resolutions</li> <li>▪ Ensure the proper development and improvement processes are applied to optimize the data quality with the SmartWorks application</li> <li>▪ Foster an environment where new ideas and solutions solicited and best practices are implemented</li> <li>▪ Provide SmartWorks Operations Director with summaries of data issues, progress reports and management reports</li> <li>▪ Coordinate with the data resolution call center in supporting all data issues for SmartWorks</li> <li>▪ Demonstrate working knowledge of database systems, as well as vendor systems integrated into SmartWorks. Currently includes Trade Review, Imaging, Financial Planning Tools etc.</li> </ul>
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<b>KNOWLEDGE, SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>▪ Bachelor's degree in Business Administration or Computer Science</li> <li>▪ Solutions oriented approach to problem solving</li> <li>▪ 3-5 years of progressively responsible experience in technology and user support</li> <li>▪ Excellent communication skill and strong analytic skills</li> <li>▪ A team player who is capable of making contributions to the team while also working independently</li> <li>▪ Ability to work effectively and communicate with customers, IT staff, call center staff and management.</li> <li>▪ Prior experience supporting a financial web based application would be beneficial.</li> <li>▪ Knowledge of Oracle, SQL (TOAD), Imaging and/or Access a plus</li> </ul>
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<b>ADDITIONAL INFORMATION</b>	<ul style="list-style-type: none"> <li>▪ Does the incumbent in this position have direct accountability for staff supervision/management? No</li> <li>▪ Does the incumbent in this position have budget accountability? No</li> <li>▪ Is travel expected to perform this job? A minimum of 0% - 10% domestically per calendar year, if necessary.</li> </ul>
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