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# Example of Analyst Marketing Analytics Job Description

Our growing company is hiring for an analyst marketing analytics. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for analyst marketing analytics

* Define, create and track meaningful marketing metrics & KPIs
* Develop deep understanding and extensive experience in accessing the RBI internal marketing and customer databases and navigating our complex data infrastructure
* Lead efforts to develop the Marketing Analytics team’s advanced analytics (Linear / Logistic Regression, Decision Tress, Clustering ) capability
* Work with multiple marketing functions within a matrix environment including Brand Marketing, Product Marketing, Marketing Operations and Demand Generation
* Have input into the planning process, providing data driven, actionable insights based on historical activity and predictive methods
* Develop/automate dashboards & standardised reports to provide ongoing insight to marketing stakeholders, ensuring relevance at all times
* Articulate the results and insights from analysis to internal partners & stakeholders in ways they will understand and take action from
* Develop the Marketing Analytics team’s advanced analytics (Linear / Logistic Regression, Decision Tress, Clustering ) capability
* Analyzing performance of current initiatives and present findings and solutions to senior leadership
* Participate in complex, large-scale cross functional project efforts

## Qualifications for analyst marketing analytics

* Knowledge of SAS, SQL or equivalent and familiarity working in a UNIX environment analytical research and experience working with large datasets
* Strong skills with Microsoft Excel, Access, and PowerPoint
* Or knowledge in subject matter
* Minimum 3 years in marketing with 2+ years hands on analytics experience with proven quantitative orientation that includes digital demand and web experiences
* 3-5 years of experience with development of measurement frameworks, key metrics and targets, dashboards, scorecards, or other forms of standard reporting
* Attention to detail ability to “drill up” to insights and make recommendations