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# Example of Analyst Senior Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of analyst senior marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for analyst senior marketing

* Develop and own the strategy for our clients' performance in paid search (PPC), organic search (SEO), Facebook Ads & Display with an emphasis on paid search
* Working with a business unit on deploying Oracle cloud integration technology to integrate Eloqua and Apptus
* Manage your own schedule of work and work with stakeholders or subject matter experts, with little supervision through project lifecycle
* Business Planning – begin eliciting business requirements and modeling processes (as-is/to-be, using Business Processing Mapping), recording in standard documentation, and socialising the project with other EBS teams Architecture, Delivery and Support
* Delivery and Deployment – consulting role, providing clarification services regarding the project Vision, Scope and Requirements, plus assessing and managing Change Requests through the standard process
* Integrate online (web, marketing, etc) and offline (financial, customer, etc) data structures to identify key trends, opportunities and challenges within program execution
* Conduct on-going category and product level analysis by category/sub-category/sku level by channel and for key retailers by month that align with sales trends and projections
* Develop mix of business projections, retail and net sales, in partnership with marketing and sales team and continually optimize and re-trend based on actual performance
* Analyze and track launch performance and maintain database of launch results for future planning
* Provide analytics and key insights to marketing team to support category growth recommendations and product forecasts

## Qualifications for analyst senior marketing

* Excellent MS Excel skills, competent with MS PowerPoint with the ability to create polished and streamlined management reporting
* Qualitative / quantitative analysis and research
* Generate Statistics and reports required
* 4+ years analytics experience in Paid Search and other digital marketing channels (display, paid social, app marketing)
* Familiarity with core performance marketing platforms and other Marketing Analytics tools - including AdWords, DoubleClick, Omniture
* Strong ability to derive insights and recommendations from data and turn them into actionable marketing insights