Downloaded from <https://www.velvetjobs.com/job-descriptions/business-analyst-marketing>

# Example of Business Analyst, Marketing Job Description

Our company is looking to fill the role of business analyst, marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for business analyst, marketing

* Knowledge and understanding of marketplace experience, developments and trends related to the Information Technology (IT) function
* Perform Data Analysis and Mapping
* Analyze marketing and sales data to develop insights and make recommendations on areas for optimization, lead routing, campaign attributes, lead qualification and nurture process, training, and enablement
* Provide business analysis support for website-related projects in the Interactive Marketing department, focused on the Secure Client website and the Client Mobile App
* Work with subject matter experts across the company including product management, service delivery, technology (in-house and off-shore), vendors and compliance/legal to complete the project life cycle leveraging in-house methodologies
* Develop business and user requirements, use cases, and process flows
* Participate in working sessions and review deliverables from technical teams
* Provide support to project manager and project team in various phases of project life cycles, or manage small projects as necessary
* Draft the latest findings from the project phases for broad distribution, communicate status to various stakeholders and field questions from stakeholder recipients
* Create and refine business procedures and/or requirements to support changes to business processes, policies and supporting systems

## Qualifications for business analyst, marketing

* Bachelor's Degree in Business Management, Retail Merchandising, Computer Science, Information Systems, or related technical field
* 1+ years of experience with the assigned business solutions
* Ability to think logically and critically when troubleshooting
* Experience with corporate computerized budgeting/accounting systems and multi-dimensional database management skills (Essbase/Lawson preferred)
* Requires a Bachelor’s degree in marketing or related field
* 2 to 4 years of marketing experience with progressively more responsibility and a track record of results is required