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# Example of Digital Marketing Analyst Job Description

Our growing company is looking for a digital marketing analyst. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital marketing analyst

* Assist Analysts with consultation outreach/scheduling
* Assist with Google My Business/local listings audits and updates as needed
* Manage technical aspects of company website, including performing site administrator functions and Sitecore administrator functions
* Work on all Sitecore implementations and enhancements that utilize the CMS interface and require no IT assistance
* Work with 3rd parties and digital agencies on any digital related projects
* Assist with Foresee analysis
* Support the company's digital strategy by ensuring company's external digital presence appropriately represents the company brand
* Assess social media and online reputation management opportunities (including review of Facebook, TripAdvisor, Yelp, ) and provide recommendations on implementation
* Monitor franchisee online branding and rate compliance utilization of assets, adherence to contract rate terms
* Inform the business of the best strategic / tactical approach on web social / search channels during planning phases and operational phases

## Qualifications for digital marketing analyst

* Extensive experience with CRM and marketing automation platforms (Pardot preferred)
* Strategic thinker with the ability to translate objectives and strategies and strategies into solutions
* Bachelor’s in marketing or business, or equivalent relevant experience
* Data-driven, fact-based, and service-oriented with a commitment to continuous learning and development
* Experience with visualization software such as Tableau, Birst, Power BI, Microstrategy
* Understanding of email, SMS, PUSH, and social marketing campaigns