Downloaded from <https://www.velvetjobs.com/job-descriptions/manager-marketing-analytics>

# Example of Manager, Marketing Analytics Job Description

Our company is looking to fill the role of manager, marketing analytics. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for manager, marketing analytics

* First and foremost, you must be a data and numbers person
* 2-5 years’ experience in an analytics role, preferably in B2B technology marketing
* Experience working with data from a marketing automation tool required
* Exceptional analytical skills and familiarity with statistical analysis methods
* Personal interest in and love for new marketing approaches enabled by emerging martech tools
* Great verbal and written communication skills and an ability to translate complex subjects into key takeaways
* You understand that great analytics starts with knowing the business and knowing what to measure, and ends with taking action on the data
* You love the data and what it can tell you, but you’re also passionate about improving the business by communicating the insights you uncover to the rest of the team
* You’re a self-starter and a creative problem solver, and you’re comfortable with ambiguity
* You’re a team player, but you understand that supporting the team sometimes means being a leader

## Qualifications for manager, marketing analytics

* Create reports and dashboards across all new business sources for the NGP publications based on the company’s KPI’s
* Facilitate timely and accurate reporting for all sources and work collaboratively with source managers to ensure reporting remains consistent and accurate
* Create and update new business Order Production Reports
* Combine source reporting from all sources and develop and maintain effective reporting package for senior management team
* Analyze and communicate response trends and forecasts
* Manage the budget process across all titles