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# Example of Manager, Strategic Analytics Job Description

Our innovative and growing company is looking for a manager, strategic analytics. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, strategic analytics

* Works with strategic sourcing leadership on strategy to validate data for ongoing initiatives on a regular basis
* Utilize project management and leadership skills to partner with IT, Global Services, Legal and compliance to build and deploy various workforce analytics related projects
* Ensures the brand promise, positioning and identity are consistent across all end-user and influencer touch points with a 360 degree approach
* Develop key insight into market conditions, products, BDMs, TDMs, influencers and analysts , competition to help drive strategic direction
* Recommends marketing plan refinements and investments based on ROI analysis and/or attribution
* Establish closes-loop analytics with sales to understand how marketing activity turns into customers
* Understands the competitive landscape, identifies, assesses market drivers, and competitive differentiators to elevate positioning and build desired strong brand equity
* Works as the analytic lead to provide counsel to B2B Marcom to develop measurement and optimization solutions
* Collaborates with agency and product owners to identify opportunities for solutions and translate into analytic requirements and end deliverables
* Define business logic to drive marketing campaign design, including complex design with multiple test and control cells

## Qualifications for manager, strategic analytics

* 7-10 years applicable experience in new and used automotive industries
* At least 3 years experience in Content Development
* At least 3 years experience in Social & Digital asset development
* At least 3 years experience in Planning and execution, Collaboration and Written Communications
* Partner with care and network operations teams to find game changing insight through quantitative analysis
* Evaluate agent effectiveness and recommend improvements based on analytic insights