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# Example of Marketing Analytics Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of marketing analytics manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing analytics manager

* Develops complex, high-visibility digital and direct marketing campaigns through partnership with other departments, utilizing marketing tools and applications
* Leads complex marketing analyses and reporting and is specifically familiar with digital analytics tools
* Partner with cross-functional teams across Corporate and Divisional Marketing, Sales Ops, and Finance to define Key Performance Indicators (KPIs), and support tracking, reporting, and attribution methodology across all of global marketing
* Develop reporting and dashboards to answer KPI, pipeline and revenue questions and connect the dots between Marketing and Sales performance
* Support Social media analysis, listening and engagement reporting, and implement reporting metrics for the social networks we utilize or plan to use
* Own weekly, monthly and quarterly performance reporting – total funnel analysis from awareness and engagement to Sales follow up of Marketing-generated opportunities
* Create a measurement maturity model and roadmap for our measurement systems
* Help to define and implement a company-wide attribution model for connecting Marketing campaign performance to revenue
* Work with the Ops team and IT to determine the set of tools, automation, and processes needed to ensure Marketing measurement scales with the business
* Identify, analyze and report key trends in program, website and lead generation performance

## Qualifications for marketing analytics manager

* 3+ years experience using data mining tools such as SAS, SQL, R, SPSS
* Experience in Marketing Analytics, Digital Marketing, Internal Consulting or Marketing in a business related fields
* Bachelor’s degree, MBA/MA preferred
* Advanced Excel skills required (additional experience in SAS, R, SPSS, Unix is a plus)
* Direct product experience with e-commerce analytics applications
* Ability to manipulate large data sets using SQL