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# Example of Marketing Analytics Manager Job Description

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

## Responsibilities for marketing analytics manager

* Marketing data ownership/management, alignment with relevant corporate data initiatives
* Advise marketing functions on data requirements necessary to perform desired analyses
* Working with the business, operations, and IT teams to understand internal operational processes and source systems underlying the Marketing lifecycle
* Use existing systems and develop relevant dashboards that provide insights and visualization into rider and channel performance relative to KPIs, projections, and historical performance
* Cross channel analysis
* Plan, develop and execute marketing analytics programs, including data collection and analysis processes and quantitative models
* Optimize marketing campaigns
* Work with our Agency to calculate ROI across search, display, mobile and social marketing channels
* Collaborate with IT and other departments to implement data collection tags and analytics tools
* Work with the Marketing research team, design and implement appropriate dashboards and reports

## Qualifications for marketing analytics manager

* Data visualization experience with tools such as SAS, SQL or Tableau is preferred
* Expertise in SAS, SPSS, Sawtooth and an understanding of SAS and SQL coding
* Advanced user of SAS, Hadoop, Pig, Hive or other big data tools
* Extensive experience with CRM systems
* Strong Excel experience (Pivot tables, VLookup, Macros)
* 5-7 years of experience in advertising, marketing, analytics, or a related field