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# Example of Marketing Analytics Manager Job Description

Our company is growing rapidly and is hiring for a marketing analytics manager. 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 marketing analytics manager

* Collaborate with the other members of the analytics team to bring the gameplay and marketing data together and build predictive models for customer segmentation and campaign optimization
* Maintain detailed metrics to track progress and drive decisions
* Leverage the CRM customer database to analyze the health of the customer file by channel detailed customer behavior on an ongoing basis
* Apply expertise in quantitative analysis and data mining
* Conducting various analysis to understand the financial contribution of marketing efforts, working with partners in Corporate and Division, partners in Finance
* Understanding web traffic and conversions
* Valuing of specific marketing programs
* Working with the SVP, marketing team members and the accounting function to optimize and control spend
* Communicating and gaining buy in from Sales
* Cross-department alignment with business rules, strategy, and reporting with the Marketing, Sales, and Pricing teams to establish long term planning and analysis aimed at identifying risks and opportunities guiding products, promotions, and lead campaign initiatives

## Qualifications for marketing analytics manager

* Understanding of how to manipulate data in tools like Excel and Tableau
* Proficient SQL programming skills
* Demonstrated knowledge of Adobe Analytics, Salesforce, and Marketo (or similar tools) for data collection
* Entrepreneurial spirit and ability to take charge with minimal direction
* Strategic mindset - you're comfortable thinking a few steps ahead of where the team is at now
* Highly skilled in the use of statistical programming software, especially SAS and SQL