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

# Example of Marketing Analytics Job Description

Our company is hiring for a marketing analytics. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing analytics

* Build and leverage your internal network in order to provide answers and solve problems
* Creatively innovate to design and build new capabilities, and partner cross-functionally to enable maximum benefit from such innovations
* Predictive modeling -- develop prediction models for marketing use cases
* Builds relationships with key partners
* Develop a detailed, strategic analytical framework inclusive of predictive analytics to guide marketing initiatives
* Leads complex quantitative and qualitative research efforts and business intelligence solutions to inform brand strategies, omnichannel marketing efforts and communication plans
* Establishes and sets benchmarks and key performance indicators
* Manage the Company’s marketing performance measurement and contribute to the day-to-day forecasting initiatives at the Company
* Working knowledge of marketing channel performance metrics
* Driving the marketing performance agenda and change of mind set across the local marketing organization

## Qualifications for marketing analytics

* CRM and DM experience
* Familiarity with dashboard software such as Tableau
* Marketing analytics and ideally communications research experience
* High level experience working with clients, presenting and interacting with senior client executives
* Must have proficiency with SQL and capable of analyzing and manipulating data
* Experience with large-scale data on Hadoop using Hive or Pig preferred