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# Example of Marketing Data Analyst Job Description

Our company is growing rapidly and is looking to fill the role of marketing data analyst. 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 data analyst

* Provide internal business teams with accurate and relevant customer insights and dashboards that enhance and guide effective decision making
* Increase ROI of direct marketing spend through data driven targeting recommendations using predictive modeling techniques
* Gather, research, and analyze market data including products, services, target industries and markets, market opportunities, industry reports and case studies, industry leaders, and current and emerging technologies
* Gather, research, and analyze competitors' information
* Develop methods and procedures to obtain data, such as internet research, telephone surveys, and face to face meetings with the internal team
* Generate reports that analyze customers, competition, and the industry using charts, graphs and explanatory text
* Develop methods to measure performance on data research and sales results
* Prepare and present sales and received results and forecasts for direct and distribution business
* Manage the projects' progress of OEM, distributors, and new markets
* Work on assigned tasks from the Sales Executive Committee

## Qualifications for marketing data analyst

* Strong knowledge of and experience with reporting packages, databases, and business intelligence tools (SSRS, Power BI, Report Builder, Crystal Reports)
* Adept at queries, report writing and presentation of findings
* Prior experience utilizing online (cloud) subscriptions
* Strong quantitative skills, experience utilizing scientific analytic methods, qualitative methods, and quantitative analysis techniques, predictive modeling
* Provide additional support to team members as needed
* Strong analytical and problem solving skills, particularly with application of statistical and quantitative tools - advanced degree in a quantitative field