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# Example of Marketing Effectiveness Job Description

Our company is looking to fill the role of marketing effectiveness. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing effectiveness

* Compare performance of marketing events over time to synthesize themes and best practices to inform the Athleta Leadership Team, Marketing Business Partners, and Company Planning teams in future action planning
* Create, compile marketing effectiveness deck to hindsight past promotions and inform recommendations for future decision making
* Coordinate with Company Planning to ensure Athleta’s sales and margin forecast reflects the estimated impact of all planned marketing events/activities through pro forma forecasting
* Develop financial models and ad hoc analysis that clearly quantify the cost/benefit of key business initiatives
* Develop and maintain effective cross-functional and cross-divisional relationships
* Drive financial goal-setting and hindsight analysis for media, and in-store communications and promotions
* Provide weekly sales and event recap to Marketing team
* Lead hindsight analysis for all marketing campaigns to assist in financial goal-setting for US ONOL and Mexico Stores
* Partner with Online and Mexico Company Planning teams to forecast daily sales
* Manage marketing strategies by providing decision support for future marketing investments

## Qualifications for marketing effectiveness

* Cultivate a positive, collaborative, creative, results-oriented work environment
* Strategic and analytical thought partner with strong financial acumen and high proficiency in financial/analytical modeling skills
* Able to transform quantitative analysis into actionable recommendations and communicate them in a compelling way
* Solid interpersonal skills with proven ability to develop effective business partner relationships at all levels of the organization Evaluate current processes and tools to drive efficiencies and value added enhancements
* Must have a minimum of 5 years of experience in a Financial or Analytical position
* Advanced competency in Microsoft Excel, Essbase and NOVA