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# Example of Marketing Effectiveness Job Description

Our innovative and growing company is looking for a marketing effectiveness. 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 effectiveness

* Explore Loyalty programs for a growing Mexico market
* Report on effectiveness of marketing vehicles and promotional offers to Marketing business partners, Finance partners, and Global Leadership Team
* Provide event recaps to Marketing teams
* Model building and provide analytical and consulting services in designing, delivering and executing projects related to Commercial Effectiveness (CE)
* Own, develop, and maintain the US Digital Marketing and Media budget strategy and forecast against company objectives and goals
* Partner with Marketing Channel owners to understand and influence strategy and KPIs by channel
* Support Marketing Channel owners with intra-channel budget allocations
* Work closely with Marketing Analytics partners in integrating multi-touch attribution modeling into inter-and-intra channel budget forecasting and optimizations
* Synthesize regularly business insights from Marketing Analytics and socialize to key stakeholders, including the VP, Director, and Channel owners, to help inform holistic go-forward strategies
* Run point within cross-functional Digital team in transition from siloed channel budget optimization approach to a more holistic, client-centric one

## Qualifications for marketing effectiveness

* Coordinate efforts between marketing teams and business units to help weigh marketing efficiency vs
* Experience with both structured and unstructured data and analytics
* Measurement analytics, quantitative business measures (LTV, NPV,ROI, Churn, ), statistics (correlations, sample sizing)
* Ability to adapt to quickly changing situations and conditions
* Demonstrate understanding of financial principles involving basic analysis of gross profits, net sales, revenues , knowledge of P&L forecast elaboration and analysis
* Must be able to establish credibility and create partnerships with US Sales Training leaders to advance training program