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# Example of Marketing Effectiveness Job Description

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

* Partner with A&I to design and leverage advanced analytics to support digital engagement decision making around customers, content and channels
* Liaise between Marketing Acceleration, A&I, Brand Marketing, and the Customer Center of Excellence to pull through guidance and benchmarks in the measurement and optimization of digital marketing tactics and investments
* Development and evolution of the approach to digital KPI dashboards produced by A&I at the brand and portfolio levels
* Develop and assess the customer experience measurement approaches for each customer segment to be used by brand and customer marketing teams and for BI leadership
* Develop guidance on promoters vs
* Develop approaches to building business cases for investments by brand and customer marketing teams
* Work with the full range of Marketing ROI tools, ranging from econometrics to digital analytics and provide operational support to the Marketing ROI team, markets and business groups
* This internship assignment is not suitable to do your thesis
* We prefer students able to start as soon as possible, no later than August/September 2017
* Manage large-scale forecasting and/or marketing effectiveness projects

## Qualifications for marketing effectiveness

* Experience in leveraging IMS databases (MIDAS, Xponent, NPA, etc), hospital/account-based targeting and segmentation methods
* Strong strategic and analytical capabilities, with demonstrated experience in analysing complex situations, collecting data
* Effectively synthesizing the analytics/data to form a complete, cohesive picture
* Working level knowledge of IMS databases – Xponent, Plantrak, NPA, MIDAS
* Master of Pharmaceutical science
* More than 5 years of experience in sales planning and marketing at pharmaceutical company