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# Example of Marketing Intelligence Job Description

Our innovative and growing company is looking for a marketing intelligence. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing intelligence

* Develop and carry out strategy for attribution initiatives in the US and make recommendations on the most effective ways to leverage various attribution methodologies/technologies
* Evaluate Consumer Lifetime Value (CLV) at a channel level with the broader Digital Marketing team (including CRM)
* Monitor marketing intelligence and analytics trends, best practices and techniques to stay informed on progressive opportunities across new and existing platforms
* Collaborate with business stakeholders to understand relevant goals, define success metrics and measurement schemes, and translate them into KPIs
* Validate all digital marketing data (including tag management) to ensure accuracy and alignment with overall business objectives
* Document and manage the rollout of any new digital marketing tracking and measurement tools and processes
* Provide assistance in identifying, reporting and resolving technical reporting related issues
* Partner with Digital Marketing Director to develop and carry out strategy for attribution initiatives in the US and make recommendations on the most effective ways to leverage various attribution methodologies/technologies
* Supervise and manage Marketing Analyst, including planning, assigning and directing workload and managing performance
* Support the annual budget planning process, including the development of any needed tools or templates

## Qualifications for marketing intelligence

* Self-starter able to drive highly complex topics to successful closure without micromanagement being required
* Ability to translate business needs into IS solution architecture requirements
* Pro-active in finding the solutions and focused on the targets
* 3+ years’ experience within Information Technology roles related to the software development lifecycle
* 1+ year experience in Project Management with delivery accountability – understanding of SCRUM methodology a plus
* MBA, PhD or relevant graduate degree from top-tier institution or similar academic experience