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# Example of Marketing Intelligence Job Description

Our company is searching for experienced candidates for the position of marketing intelligence. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing intelligence

* Gather marketing campaign requirements from core stakeholders including Sales teams and alignment with campaign plans
* Work with external agencies & data teams in order to brief, execute and manage data acquisition & remediation projects
* Take ownership of data quality, ensuring any data we share or receive is of the highest quality, correctly formatted and compliant with EU regulations
* Track the effectiveness and ROI of data projects, striving to deliver high value projects with consideration of the long term benefits the immediate impact
* Manage the day to day marketing budget with accuracy and financial compliance
* Digital Analysts within the DMI team currently have an end to end role within projects but now we have scaled the DMI business we are looking to split their role in two
* Measure and analyze customer journey paid, owned and earned media performance KPI’s for MBA Programs and other initiatives
* Work with team to track and analyze customer behavior, industry trends other identified KPI metrics
* Specifically conduct analysis and interpret marketing indicators, brand salience, loyalty, etc
* 25%-Design, develop and deliver marketing tools that present actionable insights and business impact enabling new industry best practices or improvements to current processes

## Qualifications for marketing intelligence

* 15 years experience with experience in top tier strategy consulting, corporate strategic strategy or marketing agency strongly preferrred
* Proven experience in managing large multinational, ongoing market research programs
* Advanced knowledge of statistical tools and packages (SAS, SPSS, R) preferred
* 5-10 years' experience of leading and working in a similar function necessary
* Experience in the beauty industry is a plus but not required
* BS in Marketing, Business, Statistics, Economics, Marketing Science