Example of Business Analyst, Marketing Job Description

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Our growing company is hiring for a business analyst, marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for business analyst, marketing

- Partner with Marketing Operations to ensure enhancements and upgrades of Marketing systems run accurately and efficiently according to business requirements and prioritization
- Assist with the planning, evaluation and implementation of functionality and features in Marketo and Salesforce systems
- Keeps the lead flow highway efficiently moving between Marketo and Salesforce
- Ownership for vetting end-user business requirements, solution specification design, configuration, project management, implementation, and system integration
- Implement lead life cycle flow and make recommendations for enhancements or change based on Marketing systems roadmap
- Effectively manage schedules and communicate changes as necessary to stakeholders
- Ensure that system quality and program standards meet objectives and desired results are achieved
- Enhance data integrity through effective design, maintenance and security in Marketo and Salesforce
- Assist in building operational flows in Marketo using Webhooks to other systems
- Contribute to design, development, and maintenance of ongoing metrics, reports, analyses, dashboards, to drive key marketing decisions

- Ability and desire to develop deep functional knowledge and become a subject matter expert on our Secure Client site and Mobile app
- 2+ years of previous successful measurement experience
- Experience in and market knowledge of the pharmaceutical marketplace
- Demonstrated ability to effectively lead and challenge individuals from executive to associate levels and with highly diverse roles/responsibilities in the organization
- Hands on experience with web analytics, digital content management and marketing automation tools required
- Minimum of 5 years of experience as a BSA