



Example of Manager, Marketing Analytics Job Description

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Our company is growing rapidly and is looking to fill the role of manager, marketing analytics. 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 manager, marketing analytics

- Define and manage data acquisition, management and governance processes
- Train and support end-users to access and analyze the results from marketing ROI result database to perform optimization and forecasting with our scenario planning tool
- Guide and QA vendor initiatives to build reports, dashboards, or analytical models
- Identify efficiencies related to data intake, processing, QA and dissemination
- Determine plan to most effectively grow data-driven efforts within Tenet marketing, in partnership with CRM database team, creative and functional marketing teams, and analytics functions in other departments
- Interact with disparate IT systems to fetch, check, compile and automate reporting process
- Analyze business results by turning raw data into actionable insights
- Work closely with our GMs and operations teams to streamline processes and assist in intelligently scaling a vibrant business
- Lead data analysis for strategic, regional projects in Sub-Saharan Africa
- Create and manage the forecast and budget process for marketing activity, customer activity, revenue performance and inventory needs and ensure all procedures and activities comply with corporate guidelines

Qualifications for manager, marketing analytics

- Proven experience and understanding of how to develop and deliver marketing intelligence
- Strong experience of Digital marketing and associated systems such as Eloqua, Web analytics (GA or Omniture), search, social, digital display, and CRM systems (Siebel preferred)
- Passion to self-educate and keep up-to-date on the latest Marketing Analytics trends
- Minimum 5 years of Analytical and Reporting experience
- BA in Finance or related field of study required
- Minimum 7 years of progressive accounting/financial analysis/planning experience required