



Example of Manager, Marketing Analytics Job Description

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Our company is hiring for a manager, marketing analytics. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, marketing analytics

- Develop marketing strategy and plan to support the analytics and IoT business penetration in APAC by working closely with GEO marketing team and IoT business stakeholders, based on Corp marketing guideline and GEO business strategy
- Define and localize the marketing theme/message for analytics and IoT business based on GEO market dynamic and strategy both for external and internal communications, while also need to ensure the core value/message under global consistency of One Hitachi Strategy
- Work closely with sales, marketing and other key stakeholders to develop and execute integrated marketing campaigns that generate leads and accelerate pipeline for our Enterprise business
- Fully leverage existing marketing mechanism to accelerate the Analytics and IoT business by well integrating the messaging/content, closely collaborating with regional and local marketing team
- Oversee the execution of all elements of enterprise field marketing initiatives, from design to execution and follow up
- Adapt and localise key marketing propositions to position our value to the enterprise segment and key industries including Financial Services, Telco, Retail and Government sectors
- Capture and share market insights, vertical requirements, trends and drivers to help inform our APAC marketing strategy
- Devise and execute an enterprise content strategy to reach our enterprise audience within APAC

various marketing and PR initiatives

- Discover and mobilize all the possible marketing resources from internal and external to support IoT business growth, including various funding sources, internal taskforce cross functional people resources, cross selling marketing campaigns, sales programs, channel/alliances partnership, media/association resources

Qualifications for manager, marketing analytics

- Minimum of 2 years of experience working with digital analytics systems such as Adobe Analytics/Omniture or Google Analytics
- Understanding of online media, performance marketing and key drivers that stand to impact performance across multiple internet channels
- Excellent presentation skills with the ability to efficiently communicate complex findings and recommendations
- Highly organized, meticulous attention to detail, with strong work ethic and ability to support multiple projects at a time
- Preference will be given to candidates that also have an understanding of Big Data technology
- Minimum 3-7 years of experience in an analytics role