



Example of Marketing Analytics Manager Job Description

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Our innovative and growing company is hiring for a marketing analytics manager. 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 marketing analytics manager

- Thorough knowledge of, and demonstrated competence in, Salesforce.com & Google Analytics or other web analytics technology is required
- Understanding of digital marketing data collection methodologies, such as email open and click-through rates, website conversions, content engagement, and measuring incremental lift
- Develop analytically rigorous approach to Marketing Investment across all directly owned channels (ecommerce, collection, lifestyle, outlet stores) and support best practice sharing with wholesale channel
- Create, maintain and update all Marketing reporting initiatives, including summary dashboard for senior leadership
- Analyze performance by device and by country – making recommendations for site optimization based on Key Performance Indicators (KPIs)
- Perform deep dive analysis into specific KPIs to understand the underlying influencers
- Submit recommendations to improve revenue opportunities for the business
- Set annual traffic plan and forecast based on prior trends and promotional cadence
- Manage Marketing budget and provide recommendations based on channel spend / performance to improve ROI
- Collaborate with other business lines within e-commerce (i.e., Finance and Planning) to integrate forecasting and budgeting efforts

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- Bachelor's Degree with strong academic performance in a quantitative field, such as Mathematics, Statistics, Engineering or Economics
 - 6+ years of progressive experience mining large complex data sets, using a variety of advanced quantitative/modeling techniques in a corporate marketing discipline
 - Significant proficiency in SAS, with broad working knowledge of methodologies used for advanced analytics is required
 - Experience with Cognos, Qlickview or other similar business intelligence tools desired
 - Experience with text analytics is highly desired
 - Strong verbal and written communication skills with the ability to communicate methods and results to a non-technical audience