



Example of Marketing Business Analyst Job Description

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Our growing company is looking to fill the role of marketing business analyst. 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 business analyst

- Developing and refining marketing dashboard concepts for content and cross-channel marketing performance
- Performing ad-hoc analytics, periodic audits and custom analysis
- Auditing and recommending improvements to analytics configurations, including goals, events and campaign tracking
- Presenting insights to content and vertical marketing teams
- Implementing innovative new methodologies and improve analytical procedure
- Identifying new sources of data and reporting functionalities
- Provide data analysis support for Commercial Clinical Strategy and Statistical Services teams
- Conduct comprehensive analysis of physician/HCP behavior using multiple internal and external data sources to identify strategically relevant targets considering client's marketing objective, campaign scale, and brand/therapeutic area trends
- Assist Statistical Services team in the conduct of sales lift campaign impact studies by compiling and consolidating datasets, working with vendors for analyses, and potentially conducting subgroup analyses
- Work closely with internal teams to consolidate campaign specific information and conduct descriptive analyses of program impact, which will be leveraged for marketing optimization and during business renewal process

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- Minimum experience of 1-3 years of experience in online/digital companies handling and analyzing large data sets to successfully drive conclusions
 - Strong Data skills - must be comfortable analyzing large quantities of data to create summaries, develop models, and extract insights
 - Experience with online advertising platforms such as AdWords, Facebook, and DoubleClick a plus
 - Must have a minimum of 2 years' proven experience in a related field with a strong background in writing RFPs and an in-depth understanding of the RFP process
 - High proficiency in Microsoft Office (particularly Word, Excel and PowerPoint)
 - Ideal candidate will be self-motivated, have excellent problem solving skills, and the ability to work efficiently in a fast-paced environment