



# Example of Marketing / Campaign Analyst Job Description

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Our innovative and growing company is hiring for a marketing / campaign analyst. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing / campaign analyst

- Work with the Digital Marketing Services team to identify issues and opportunities to improve sales, retention and the digital customer experience
- Using Adobe DTM, this individual helps Digital Reporting & Insights Managers extract relevant data points to help in the optimization of their digital campaigns
- Access database to forecast and identify trends for lead
- Experience using IBM Unica Campaign tool, Salesforce.com, FileMaker Pro, and/or Act-On email management software preferred, but will train right candidate on these tools
- Excellent attention to details and specifics
- Experience in a fast paced Agile Scrum environment
- Experience with a large data warehouse focused project (Data Integration, Data Quality), using multiple data sources
- Works closely with other sales and marketing teams, including lead generation, product marketing, communications, web, and events to understand the systems and data points applicable to each group, and to advise on areas for opportunity and collaboration in ingesting and tracking data
- Analyzes large data sets to determine trends and outliers while verifying data consistency across multiple sources
- Promotes data integrity best practices for maintaining a healthy contact database, and socializes these across the team

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- Experience with media planning, digital campaigns and/or advertising media
  - Background in data science, statistics or modeling
  - Must bring a business and marketing mindset the ability to extrapolate key findings and recommendations to impact business outcomes
  - Experience working with at least one business intelligence/reporting tools (Business Objects, Cognos, SAS, and/or MicroStrategy), Stakeholder/Communication facing skills
  - 2 years working with campaign management applications, ideally IBM Affinium Campaign or Adobe campaigns
  - Translate data into insights, form/validate hypothesis, and drive research/competitive intelligence