



Example of Marketing Effectiveness Job Description

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Our company is looking to fill the role of marketing effectiveness. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing effectiveness

- Compare performance of marketing events over time to synthesize themes and best practices to inform the Athleta Leadership Team, Marketing Business Partners, and Company Planning teams in future action planning
- Create, compile marketing effectiveness deck to hindsight past promotions and inform recommendations for future decision making
- Coordinate with Company Planning to ensure Athleta's sales and margin forecast reflects the estimated impact of all planned marketing events/activities through pro forma forecasting
- Develop financial models and ad hoc analysis that clearly quantify the cost/benefit of key business initiatives
- Develop and maintain effective cross-functional and cross-divisional relationships
- Drive financial goal-setting and hindsight analysis for media, and in-store communications and promotions
- Provide weekly sales and event recap to Marketing team
- Lead hindsight analysis for all marketing campaigns to assist in financial goal-setting for US ONOL and Mexico Stores
- Partner with Online and Mexico Company Planning teams to forecast daily sales
- Manage marketing strategies by providing decision support for future marketing investments

Qualifications for marketing effectiveness

- Strategic and analytical thought partner with strong financial acumen and high proficiency in financial/analytical modeling skills
- Able to transform quantitative analysis into actionable recommendations and communicate them in a compelling way
- Solid interpersonal skills with proven ability to develop effective business partner relationships at all levels of the organization Evaluate current processes and tools to drive efficiencies and value added enhancements
- Must have a minimum of 5 years of experience in a Financial or Analytical position
- Advanced competency in Microsoft Excel, Essbase and NOVA