Example of Marketing Intelligence Job Description

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Our innovative and growing company is searching for experienced candidates for the position of marketing intelligence. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing intelligence

- Identify critical business issues and opportunities for growth
- Work cross functionally with other strategic marketing/market intelligence teams and effectively interface with stakeholders to develop market research and/or competitive intelligence projects and forecasts accordingly
- Responsible for steering/leading and managing all program/project management activities, and business consulting in the area of responsibility
- Responsible for further development and continuous improvement of the service portfolio and the delivery of services in the area of responsibility
- Responsible for proper communication with BI related business functions and to meet business needs and goals
- Act as Business Intelligence business partner
- Create a culture of innovation to foster a competitive advantage in Business Intelligence via appropriate processes and technologies
- Responsible for compliance in IT processes and services in Business Intelligence for internals and externals with laws, regulations and SOPs with consideration to global requirements and impacts
- Manage and develop the IT human capital in the area of responsibility to provide excellence in performance, organizational flexibility, diversity, succession planning, coaching, change management and personal growth
- Gathers, analyses and reports key market and competitive intelligence for specific region

Qualifications for marketing intelligence

- Knowledge of web analytics is a plus, as is knowledge of social media listening tools
- Be a flexible team player – prepared to take the lead when appropriate but equally prepared to take instructions and work with others
- Results driven and the ability to deliver results within tight timeframes
- Confident and able to present to all levels of management within client organizations
- Adaptable to changing environments and situations
- Detail oriented and organized work ethic