



Example of Senior Analyst, Marketing Job Description

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

Responsibilities for senior analyst, marketing

- Will represent the organization and interface with all levels of management both inside and outside of the company as a subject matter expert
 - Will act as a team or project leader providing direction to team activities, product launches, and trainings
 - Build models that relate to Customer Relationship Management (customer lifetime value models, loyalty analysis, personalization algorithms, churn models, response models, clustering)
 - Develop and deliver step change in reporting and data visualization on key business metrics with the objective of enabling faster, smarter decision making at executive level
 - Challenge business thinking on existing analytical capability – within first 3 months complete a full review of all Trade Marketing analytics and propose how these can be made twice as fast, twice as insightful
 - Design, develop and deploy a consistent suite of reporting across all brand teams
 - Manage ad hoc marketing programs associated with the wireless product portfolio from concept to execution
 - Provide regular reporting and support for the Device trade and Device mix work streams on behalf of the Wireless Marketing Team
 - Support the Marketing team with ad hoc analysis and data
 - Keep abreast of latest digital marketing products, services, information and trends
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- Solid understanding of Relational Database Management Systems (Oracle preferred) with strong SQL and SAS skills required
- 3+ years SQL/SAS programming experience
- Excellent communication skills with ability to document and articulate change in order to gain alignment and approval from stakeholders
- Ability to prioritize and effectively manage multiple tasks and deliverables
- Previous digital marketing or agency experience
- Self-starter and proactive nature