



# Example of Senior Manager, Analytics Job Description

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Our innovative and growing company is looking to fill the role of senior manager, analytics. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior manager, analytics

- Describe a set of key metrics to evaluate the performance of different marketing channels and develop comprehensive multi-channel campaign measurement plans
- Identify optimization opportunities across marketing channels and work closely with marketing managers and agency partners to implement these opportunities
- Develop statistical models to understand the relationship between different campaign factors/attributes and sales
- Create and distribute reports and dashboards to summarize performance of campaigns / channels
- Perform channel- and region-specific deep dives where necessary
- Enable marketing with audience targeting and marketing insights using predictive analytics, process automation and scalable technology
- Take ownership of all datasets for measurement of marketing performance and reporting to cross-functional partners, including leadership in marketing, sales, and product
- Create key reports and extract insights from analytics tools, data platforms, and internal databases containing millions of records
- Drive interpretation, socialization and adoption of operational marketing reports
- Collaborate with marketing leadership to develop strategy, standards, goals, and critical metrics throughout the entire marketing funnel from awareness to purchase

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- Minimum 10+ years insights/analytics experience
  - Bachelor's degree in Business and/or IT Sciences or equivalent experience
  - Working knowledge of programming syntaxes such as Datascript (Qlikview), Cognos, or VBA (Microsoft Access), preferred
  - Bachelor's degree in Engineering, Science, Technology or a related field or 2 additional years' experience in lieu of a degree
  - 8+ years' relevant work experience, typically in development, design, engineering, research, and/or production
  - Multiple years of experience in analytical or business intelligence teams developing sound analytics-based solutions to business problems