# JOB DESCRIPTION

| **Title** | SENIOR MARKETING ANALYST | | |
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| **Reports To** | [Insert Position] | | |

**JOB PURPOSE**

The Senior Marketing Analyst is responsible for growing online marketing initiatives by bringing excellent data handling skills and an analytical mindset in order to identify opportunities and optimize campaigns. The Senior Marketing Analyst will primarily be in charge of assisting in the development of marketing plans that differentiate our strategies based on consumer, message, and channel.

This role is vital in ensuring that [Organization Name]’ online presence is felt and that conversions from online marketing strategies are achieved, thus boosting sales. The Senior Marketing Analyst must be adept with online marketing tools, hard-working, up-to-date with trends and channel restrictions/rules. They have superior communication and analytical skills and a keen eye for detail.

**DUTIES AND RESPONSIBILITIES**

* Oversee multiple marketing projects and initiatives
* Become an expert in our brand and brand message and work with other departments to communicate that forward to improve brand presence and lead generation
* Monitor, analyze and report on social media metrics
* Conduct research and analyses on recommended KPIs
* Manage content calendar of all social media platforms
* Reply to social media comments and inquiries
* Create and launch Facebook ads or campaigns, monitoring campaign budgets and ROI and staying within budgetary requirements
* Conduct PR coverage, including awards, speaking opportunities, conferences, press coverage, influencer coverage, inviting influencers to engage with us on our social media groups, etc.
* Identify opportunities for brand building and business growth and make recommendations to enhance the success of marketing program
* Collect and collate customer stories, including customer testimonials and experiences with [Organization Name]
* Constantly monitor changes to marketing channels and platforms, and adapt advertising strategies as needed
* Other duties as assigned

**QUALIFICATIONS**

* X years of experience in marketing or related field, especially in social media marketing
* Working knowledge of social media platforms and their analytics
* Understanding of marketing strategies and digital marketing channels, and how to evaluate or measure their performance
* Adept in using search engines, web analytics, and business research tools
* Experience in using statistical packages, databases, CRM Programs, and MS Office
* Experience with data collection methods (polls, focus groups, surveys, etc.)
* Strong communication and presentation skills, and analytical and critical thinking
* Knowledge in quantitative and qualitative research methodologies and tools
* Ability to manage multiple deadlines simultaneously
* Ability to collaborate with a variety of departments and team members
* Commitment to the values of [Organization Name]

**WORKING CONDITIONS**

* Remote/hybrid/onsite
* Ability to sit for long periods of time
* Some overtime may be required
* Some travel may be required