

Marketing Analyst Job Description template

Marketing Analyst Job Description Template/Brief

As a Marketing Analyst, you will be responsible for providing data-driven insights to support marketing decision making. In this role, you will collaborate with marketing and other functions within the organization to develop an understanding of customer needs and preferences. You will also be responsible for designing and conducting market research studies, analyzing data, and developing recommendations to inform marketing strategies.

Marketing Analyst Job Profile

A Marketing Analyst is responsible for analyzing market trends, measuring market share, and forecasting future sales. They also develop marketing plans and oversee advertising and promotional campaigns. In order to perform their job effectively, Marketing Analysts must have strong analytical, research, and communication skills.

Reports To

- Marketing Manager

Marketing Analyst Responsibilities

- Analyzing market trends and measuring market share
- Forecasting future sales
- Developing marketing plans
- Overseeing advertising and promotional campaigns
- Communicating with clients
- Preparing reports
- Presenting findings to clients

Marketing Analyst Requirements & Skills

- Strong analytical skills
- Excellent research skills
- Strong communication skills
- Ability to work independently
- Ability to meet deadlines
- Detail-orientedness