

Brief descriptor – new/emerging jobs

Marketing Analytics Manager:

As more digital marketing channels emerge with increased competition across the sector, the Marketing Analytics Manager is responsible for measuring the success of marketing campaigns, evaluating their effectiveness, and enhancing their returns on investment. The manager uses their technical expertise in Excel and data visualisation tools like Tableau and other programming languages like SQL or Python for data mining, modelling and management. Strong communication skills are also a must to present their insights on the data and suggest strategic recommendations through collaboration with various departments across the organisation.