

# Global Marketing Analytics Roles – Trends & Insights

## Job Titles & Levels

Marketing analytics roles span **Manager** and **Director** levels, with titles often including “*Marketing Analytics Manager*” or “*Marketing Analytics Director*.” Variants like “*Senior Marketing Analytics Manager*” or roles focusing on **specific domains** (e.g., “*Omnichannel Marketing Analytics Manager*” in pharma <sup>1</sup> or “*Marketing Analytics Manager – Advanced Analytics*” in tech <sup>2</sup>) also appear. Generally, **Manager** titles indicate individual contributors or team leads working hands-on with data, while **Director** titles denote higher-level leadership of analytics teams and strategy. For example, a *Director of Digital Marketing Analytics* at a media agency leads a team to deliver insights and aligns measurement strategy with client goals <sup>3</sup> <sup>4</sup>, whereas a *Senior Marketing Analytics Manager* at a tech firm is an **individual contributor** focusing on in-depth analysis and reporting (with “Seniority level: Not Applicable” on the posting) <sup>5</sup>. Roles may also be project-based or interim (e.g., a **1-year contract** Manager role in consulting <sup>6</sup> or an interim manager in an organization), reflecting the evolving needs for analytics leadership.

## Companies & Industries

These roles are found across a **wide range of industries**, underlining the universal demand for marketing analytics expertise. In our collected postings, companies include:

- **Technology & SaaS:** e.g., Google Cloud (tech) <sup>7</sup>, Dataminr (AI SaaS) <sup>8</sup>, Samsara (IoT/telematics) <sup>2</sup>, Recorded Future (cybersecurity SaaS) <sup>9</sup>, and Point (fintech startup) <sup>10</sup>. Tech firms often seek analytics managers to optimize digital marketing and demand generation in high-growth environments.
- **Financial Services:** e.g., Golden 1 Credit Union (finance) seeking a *Marketing Analytics Director* to drive data-driven member marketing <sup>11</sup> <sup>12</sup>, and insurance companies (via recruiting firms like LaSalle Network) hiring analytics managers for campaign analysis <sup>13</sup> <sup>14</sup>.
- **Consumer & Retail:** e.g., Chewy (e-commerce for pet products) needs analytics managers to support customer acquisition/retention in retail <sup>15</sup> <sup>16</sup>; Kimberly-Clark (CPG) in EMEA looks for a manager to improve digital marketing performance across its consumer brands <sup>17</sup> <sup>18</sup>.
- **Marketing Agencies & Consulting:** Many postings come from agencies/consultancies, reflecting demand for client-facing analytics experts. Infinity Marketing (advertising agency) sought a *Marketing Analytics Director* to develop the agency's analytics service line <sup>19</sup> <sup>20</sup>. CMI Media Group (healthcare marketing agency) advertised a *Director of Digital Marketing Analytics* leading client analytics teams <sup>3</sup> <sup>4</sup>. Marketbridge (consulting) is hiring a manager to **oversee client projects** and deliver insights through advanced analysis <sup>21</sup> <sup>22</sup>. These roles emphasize both technical analytics skills and client/stakeholder management.
- **Pharmaceutical & Healthcare:** AbbVie (pharma) posted a specialized *Omnichannel Marketing Analytics Manager* role to support **consumer marketing** with data insights <sup>1</sup> <sup>23</sup>. Agencies serving

pharma (e.g., Encima Group, CMI) also list roles requiring pharma marketing data experience <sup>24</sup> <sup>25</sup>. Healthcare context often demands understanding of patient data and compliance.

- **Non-profit/Education:** Even mission-driven organizations hire analytics managers – e.g., Code.org (education non-profit) is hiring a *Senior Marketing Analytics Manager* to guide data-driven decisions across communications and marketing <sup>26</sup> <sup>27</sup>. This indicates analytics is crucial beyond the private sector, for optimizing outreach and engagement.

## Location & Work Environment

**Remote and hybrid work arrangements are common** in these postings, reflecting the flexibility in analytics roles globally. About half of our sampled jobs are explicitly **remote**: for instance, roles at Dataminr and Brightspeed are 100% remote within the US <sup>28</sup> <sup>29</sup>. Many tech companies (Samsara, Code.org, Recorded Future) limit candidates to certain regions (e.g., US-only remote) but otherwise allow work-from-home <sup>30</sup> <sup>31</sup>.

**Hybrid** setups are also frequent, especially when roles interface with on-site teams or secure data environments. Some postings specify a mix of office and remote days – for example, an insurance-sector Marketing Analytics Manager must be on-site 3 days a week (hybrid) <sup>32</sup>, and an American Restoration posting required **on-site presence 4 days/week** <sup>33</sup>. This suggests companies value in-person collaboration for certain industries or senior roles, even while offering some flexibility.

A few roles are **fully on-site**, often tied to specific locations or industries: e.g., a consulting role in Wayne, PA was on-site <sup>34</sup>, and AbbVie's role in Irvine, CA implies on-site work in a pharma context (with possible hybrid flexibility). In general, tech and software companies lean towards remote-friendly roles, whereas highly regulated or traditional industries (finance, pharma) and some client-facing consulting roles may prefer on-site or hybrid for team integration.

## Experience Requirements

**Significant experience in analytics** is expected, scaled to the seniority of the role. Manager-level postings typically ask for **3-5+ years** of relevant experience, while Director-level roles seek **7-10+ years** including leadership tenure. For example: a tech *Marketing Analytics Manager* role required **3+ years** in data analysis and project execution <sup>35</sup>, and Dataminr's analytics manager asks for *3-5 years* (ideally in B2B SaaS) <sup>36</sup>. By contrast, a *Marketing Analytics Director* in finance required **10 years** in analytics with **7+ years leading a team** <sup>37</sup>, and an agency *Digital Analytics Director* wanted **7+ years** in analytics plus **5+ years managing teams** <sup>38</sup>.

These patterns indicate that **years of experience align with scope**: mid-level managers need a robust analytics background (often 4-5 years) to operate independently, whereas directors are veterans who have progressed through senior analyst/manager roles to leadership <sup>39</sup>. Additionally, certain domain experience can be required: e.g., Encima Group explicitly sought **pharmaceutical industry** analytics experience <sup>24</sup>, and some postings prefer agency plus client-side experience <sup>40</sup> to indicate a broad perspective.

## Education Requirements

Nearly all roles list at least a **Bachelor's degree** in a relevant field. Common accepted fields include **Marketing, Statistics, Mathematics, Data Science, Economics, Computer Science** or related quantitative disciplines. For instance, AbbVie requires a Bachelor's in fields like statistics, engineering, or physics (quantitative focus) and even notes a **Master's/MBA preferred** <sup>41</sup> <sup>42</sup> . Many roles similarly say a Master's is a plus (often in analytics or business).

Examples: LaSalle's insurance client desired a Bachelor's in Marketing, Stats, Math, or Data Science <sup>43</sup> ; Code.org asks for a Bachelor's in Business/Marketing/Data Analytics *with advanced certifications* as a bonus <sup>44</sup> ; Golden 1 Credit Union's Director role wanted a Bachelor's (in marketing, econ, stats etc.) and noted **"MBA preferred"** <sup>45</sup> .

**Advanced degrees or certifications** can set candidates apart but are usually not required. Instead, proven experience tends to outweigh formal education beyond the bachelor's level. A *trend* in some postings is mention of relevant certifications or advanced coursework: e.g., Code.org values "advanced certifications in data analytics or marketing science" <sup>27</sup> , and Recorded Future lists certification in Marketo, HubSpot, or Salesforce as a **preferred qualification** <sup>46</sup> (especially since those tools are key to the role). These indicate that while a solid formal education foundation is expected, **practical credentials with marketing analytics tools** are a bonus.

## Key Responsibilities

**Across industries, core responsibilities converge on turning marketing data into actionable insights and strategy.** Key duties typically include:

- **Developing Analytics Infrastructure & Strategy:** Many roles involve building or improving the analytics framework. For instance, the American Restoration *Senior Marketing Analytics Manager* was to *"lead the design and implementation of standardized analytics infrastructure"* across brands <sup>47</sup> , and Publicis Sapient's manager is tasked with enabling dashboards and analytic services for the marketing team <sup>6</sup> . Directors often *"oversee the strategic alignment of measurement and analysis plans with business objectives"* <sup>3</sup> , essentially owning the analytics roadmap for the organization or clients <sup>12</sup> .
- **Reporting & Dashboarding:** Almost every posting emphasizes creating and maintaining **reports, dashboards, and performance tracking**. This can range from weekly KPI reports to executive dashboards. For example, Dataminr's manager will *"build and manage dashboards and reports in Looker, HockeyStack, and Salesforce"* for decision-making <sup>48</sup> , and Chewy's role involves developing visualizations to support decision processes <sup>49</sup> <sup>50</sup> . Consistency and clarity in reporting are crucial – Kimberly-Clark's posting highlights defining KPIs and *embedding ongoing reporting* to drive continuous improvement <sup>51</sup> , while Infinity's Director role focuses on *interactive Tableau dashboards* for stakeholders <sup>52</sup> .
- **Marketing Performance Analysis: Analyzing campaign and channel performance** is central. Responsibilities include monitoring marketing funnels, conversion metrics, ROI, and identifying trends or anomalies. A finance industry posting involves interpreting campaign metrics for email

and direct mail to improve targeting and ROI <sup>14</sup> . Similarly, Google's Cloud marketing analytics manager analyzes data to uncover trends and improve strategy for SMB and startup segments <sup>7</sup> <sup>53</sup> . Roles frequently mention *"analyze customer acquisition and engagement metrics to optimize marketing across channels"* <sup>54</sup> and *"identify growth opportunities across markets and channels"* <sup>55</sup> . In practice, this means deep-diving into multi-channel data (paid search, social, email, direct mail, etc.) to figure out what's working and what isn't.

- **Attribution & Advanced Analytics:** Many postings, especially in digital-focused roles, list **marketing attribution modeling** and advanced analysis as key duties. For instance, the American Restoration role explicitly includes building marketing attribution models to connect spend to revenue <sup>56</sup> . Infinity's Director must *"conduct advanced statistical analyses (regression, predictive modeling, segmentation)"* to uncover trends <sup>57</sup> . Recorded Future's senior manager is responsible for multi-touch attribution (first-touch, last-touch, etc.) and developing **predictive models** for pipeline generation <sup>58</sup> <sup>59</sup> . This trend shows that organizations want analytics leads who can go beyond basic reporting to *model and predict outcomes*, feeding into budget allocation and forecasting decisions.
- **Forecasting & Strategy Planning:** Closely linked to attribution is the responsibility for **forecasting marketing outcomes** and informing strategy. Brightspeed's manager role, for example, centers on developing models to forecast subscriber behavior (acquisition, churn) and scenario analysis for marketing strategies <sup>60</sup> <sup>61</sup> . Recorded Future's posting even separates a section for *Marketing Forecasting & Predictive Modeling*, involving predicting pipeline and revenue contribution from marketing and leveraging historical data to guide spend decisions <sup>62</sup> <sup>63</sup> . In sum, these managers/directors are expected to *provide forward-looking insights* (e.g., pipeline projections, performance forecasts) that guide high-level marketing planning.
- **Collaboration & Stakeholder Communication:** A key part of the job is **working cross-functionally** and communicating insights. Many postings highlight partnering with marketing leaders, sales, product teams, or agencies. For example, Marketbridge's manager acts as *primary point person for engagement delivery*, managing client stakeholders and internal team members <sup>64</sup> <sup>65</sup> . Feeld's manager role is explicitly described as *"player-coach"*, remaining hands-on but also coaching a team and ensuring the marketing domain works on high-impact initiatives <sup>66</sup> <sup>67</sup> . Moreover, **presenting findings** is emphasized: e.g., *"present data-driven insights to senior leadership"* or even preparing board-level reports (Dataminr's role includes supporting board reporting on marketing contribution <sup>68</sup> ). These responsibilities underscore that being able to **influence stakeholders with clear narratives** is as important as doing the analysis itself <sup>69</sup> .
- **Team Leadership & Mentoring:** For director and some manager roles, leading and developing a team is a significant responsibility. Infinity's Director must *"mentor, supervise, and develop team members"* and foster a collaborative, learning-focused culture <sup>70</sup> . CMI's Director role explicitly includes leading a team of analysts and inspiring excellence <sup>4</sup> <sup>71</sup> . Even some manager roles in consulting or agencies mention mentoring junior staff (Marketbridge: *"help develop and mentor junior staff"* on projects <sup>72</sup> ). Thus, many top postings expect candidates to not only *execute analysis* but also *build analytics talent* and champion a data-driven culture across their teams <sup>73</sup> <sup>74</sup> .

In summary, **the core mandate is to turn marketing data into strategic guidance** – via robust infrastructure, thorough analysis (descriptive and predictive), and effective communication. Success is

measured by enabling smarter marketing decisions (e.g., optimizing campaigns, improving ROI) and building an analytics-driven decision framework within the marketing organization.

## Required Technical Skills

Despite the diversity of companies, the required **hard skills** are remarkably consistent. Employers expect proficiency in a mix of **analytics tools, programming/query languages, and marketing tech platforms**:

- **Data Analysis & BI Tools:** Fluency in data querying and visualization is a baseline. **SQL** skills are nearly universal for these roles – e.g., postings cite *“proficient in SQL”* <sup>75</sup> or *“strong SQL and advanced Excel skills”* as preferred <sup>76</sup>. Experience with **data visualization and BI tools** like **Tableau, Power BI**, or Looker is also commonly required <sup>77</sup> <sup>78</sup>. For instance, Infinity’s Director role demands demonstrated experience with Tableau and Power BI <sup>77</sup>, and many roles involve building dashboards in such tools <sup>48</sup> <sup>52</sup>.
- **Analytics & Statistical Tools:** Knowledge of **programming languages for analysis** – typically **Python and/or R** – is frequently mentioned, especially for roles that involve advanced modeling. AbbVie prefers candidates with hands-on coding ability in SQL and Python/R for marketing modeling <sup>42</sup> <sup>79</sup>. Feeld’s role lists experience in **SQL, Python, R** as a must for marketing experiments and data analysis <sup>80</sup> <sup>81</sup>. Similarly, Samsara expects *“expertise in coding languages and tools like Python, R and SQL – hands-on coding experience is needed”* <sup>82</sup>. The ability to manipulate data and perform statistical analysis (regressions, A/B test evaluation, etc.) is a key differentiator for senior analytics roles <sup>57</sup>.
- **Marketing Analytics Platforms:** Proficiency in **web analytics and marketing platforms** is crucial. Most roles mention **Google Analytics (GA)** – often the latest GA4 – and sometimes **Adobe Analytics** for web/app metrics <sup>83</sup> <sup>84</sup>. For example, the American Restoration posting requires *“Expert proficiency in Google Analytics (GA4) and Google Tag Manager”* <sup>85</sup>. **Tag management (GTM)** and advertising analytics (Google Ads, Facebook Ads data) are also part of the technical skillset <sup>47</sup> <sup>86</sup>. Agency and B2C roles might involve **Adobe Marketing Cloud tools**, as seen with Golden 1’s Director needing Adobe Analytics, and Publicis Sapient listing Adobe Analytics experience for their manager <sup>87</sup>.
- **Database and Big Data Tools:** Where scale is large, knowledge of data warehousing is valued. Some postings explicitly cite experience with data warehouses like **BigQuery, Redshift, Snowflake** <sup>88</sup> or building marketing data pipelines <sup>89</sup>. Recorded Future requires establishing marketing data warehouse solutions and ETL processes <sup>89</sup> <sup>90</sup>, indicating that managing big data environments and ensuring data integration is part of the role’s technical scope.
- **Marketing Automation & CRM:** Especially for B2B or lead-driven businesses, familiarity with CRM and marketing automation platforms is critical. Roles ask for experience with **Salesforce CRM** (for pipeline and lead tracking) and marketing automation tools like **Marketo or HubSpot**. For instance, Infinity’s Director mentions experience with **Salesforce, Adobe Analytics**, and others <sup>77</sup>, and Recorded Future lists strong proficiency in Marketo/HubSpot and Salesforce as a requirement <sup>91</sup> <sup>92</sup>. Managing lead funnels and attribution often requires working knowledge of these systems to tie marketing efforts to sales outcomes <sup>58</sup> <sup>93</sup>.

- **Specialized Analytics Tools:** Some roles call out newer or specialized tools: **Attribution and marketing analytics software** like **HockeyStack** (mentioned in Dataminr and Recorded Future postings) <sup>78</sup> <sup>94</sup>, **Adverity** (Infinity's posting lists it as a plus) <sup>77</sup>, or **customer intelligence platforms** like **6sense/Demandbase** (desirable in Recorded Future's preferred qual list) <sup>46</sup>. These indicate that top employers value candidates who can handle dedicated marketing analytics platforms and stay current with tools that provide deeper insights (multi-touch attribution, intent data, etc.).

In summary, the technical skillset is about being a **"full-stack" marketing analyst** – capable of extracting data via SQL, analyzing and modeling it with Python/R (and statistical techniques), using BI tools to visualize findings, and comfortably navigating marketing tech stacks (analytics platforms, CRM, automation tools). For instance, one job description answer explains success requires *"SQL, Excel, and statistical software like R or Python, as well as data visualization platforms like Tableau or Power BI,"* combined with marketing domain knowledge <sup>95</sup>. The breadth of tools mentioned across postings underscores that the **ability to learn and work with multiple data systems** is essential for these roles.

## Required Soft Skills

While technical chops are necessary, employers equally emphasize **soft skills and business acumen** that enable the analytics professional to drive impact:

- **Communication & Data Storytelling:** This is the top soft skill mentioned. Marketing analytics managers must translate complex data into clear, actionable insights for non-technical stakeholders <sup>69</sup>. Many postings use terms like *"excellent communication and storytelling skills to translate data into actionable insights for non-technical audiences"* <sup>96</sup>. Dataminr's role highlights *"strong storytelling skills with the ability to influence cross-functional teams using data"* <sup>97</sup>. This entails not just reporting numbers but crafting narratives that drive decision-making. Whether presenting to senior leadership or collaborating with marketing colleagues, **the ability to convey findings persuasively** (often with visualizations and real-world context) is critical <sup>98</sup> <sup>39</sup>.
- **Strategic Thinking & Business Insight:** Employers seek analytics leads who think beyond the numbers – understanding marketing strategy and business goals. Phrases like *"strategic thinker"* or *"strategic insights"* appear often. For example, Infinity's posting expects providing **strategic guidance** on data collection and analysis methodologies to improve ROI <sup>20</sup>. A successful analytics manager uses data to guide **strategic marketing decisions**, identifying not just what happened, but *why* and *what to do next*. The Encima Group description hints at this by focusing on connecting analytics efforts to brand goals and best practices <sup>99</sup>. Many roles also involve advising on budget optimization and growth opportunities, requiring the analyst to see the *bigger picture* in the data <sup>100</sup> <sup>101</sup>.
- **Collaboration & Stakeholder Management:** Marketing analytics sits at the intersection of marketing, sales, finance, and IT. Being able to **partner effectively across departments** is crucial. Roles frequently mention working with cross-functional teams – e.g., *"work closely with SEO, paid search, and creative teams"* <sup>102</sup> or *"partner with demand generation, product marketing, and sales"* <sup>54</sup>. Soft skills here include the ability to **build consensus** and *"align stakeholders"* (as Code.org's posting says) to maximize marketing impact <sup>103</sup>. Client-facing roles demand **client relationship skills**; the CMI Media Group director serves as a *"trusted advisor"* to clients and must nurture those

relationships <sup>104</sup> . In essence, being a *team player* who can lead through influence is key – analytics managers often **lead by influence**, driving a data-driven culture among people who may not report to them.

- **Leadership & Mentoring:** For more senior roles or any position where the person will guide others, **leadership skills** are highlighted. This includes mentoring junior analysts, championing analytics within the organization, and sometimes formal team management. Phrases like *“lead, mentor, and develop a team”* <sup>4</sup> or *“grow and develop the team professionally”* <sup>67</sup> illustrate the expectation to **coach others**. Even in individual contributor roles, being a thought leader or *analytics evangelist* is part of the job – e.g., “champion a culture of continuous improvement by sharing insights and learnings” (from Code.org’s role) <sup>105</sup> . Leadership also means project management prowess – juggling multiple projects and deadlines. Many descriptions require strong **project management and organizational skills** to keep analytics initiatives on track <sup>106</sup> <sup>107</sup> .
- **Problem-Solving & Analytical Curiosity:** Successful candidates demonstrate a **problem-solving mindset**, always digging into the “why” behind the data. Chewy’s posting explicitly notes a “proven record to dig into the ‘why’ of results and present data-driven insights” <sup>108</sup> . Employers value curiosity and proactiveness – e.g., a *“go-getter mentality”* who tackles unknowns (Publicis Sapient) <sup>109</sup> or someone *“comfortable working in an exploratory environment, testing and iterating”* (Samsara) <sup>110</sup> . In practice, this means the analytics manager doesn’t just report metrics but investigates anomalies, suggests tests, and continuously seeks improvements. Being detail-oriented (ensuring data accuracy) yet able to see trends at a high level is a delicate balance noted in postings <sup>111</sup> <sup>107</sup> .
- **Adaptability & Fast-Paced Execution:** Marketing environments can be fast and dynamic, so flexibility is key. Many roles mention the ability to handle multiple priorities and adapt to change. Code.org references adapting to changing priorities in a mission-driven, fast-paced setting <sup>112</sup> , and Chewy notes candidates should work well in a fast-paced environment and with **diverse, cross-cultural audiences** <sup>113</sup> . This often implies time-management, stress tolerance, and agility in adjusting analysis focus as marketing campaigns and questions evolve.

In summary, **soft skills separate a technically good analyst from an effective marketing analytics leader**. An ideal Marketing Analytics Manager/Director is not only a **“numbers person”** but also a **communicator, strategist, and coach**. As one FAQ insight succinctly states, beyond technical skills like SQL and Tableau, *“strong soft skills like effective communication, strategic thinking, and leadership abilities are crucial for...collaborating with cross-functional teams”* <sup>114</sup> . These capabilities ensure the insights discovered actually influence decisions and drive business value.

## Tools & Platforms

The job postings collectively reference a wide array of **tools and platforms**, painting a picture of the technical ecosystem Marketing Analytics professionals operate in:

- **Web & Digital Analytics:** **Google Analytics (GA)** is the most frequently mentioned, often the new GA4 version for web/app tracking <sup>115</sup> . For instance, roles call for expert proficiency in GA4 <sup>115</sup> and ability to configure conversion tracking. **Adobe Analytics** is listed for roles in enterprises (Golden 1 <sup>116</sup> , Publicis Sapient <sup>87</sup> ), indicating some companies use Adobe’s suite for omnichannel tracking.

Being comfortable with **tag management systems** like **Google Tag Manager** is also important, as it goes hand-in-hand with web analytics for proper data collection <sup>85</sup> .

- **Business Intelligence & Dashboarding:** Tools like **Tableau**, **Power BI**, **Looker** (and Looker Studio, formerly Google Data Studio) are common. Many postings explicitly mention these for dashboard creation – e.g., “comprehensive dashboards using Looker Studio, Power BI, or similar” <sup>117</sup> and building interactive Tableau dashboards for clients <sup>52</sup> . **Domo** or **MicroStrategy** are also noted in a few cases (Chewy mentions MicroStrategy as one of the BI tools) <sup>118</sup> . Mastery of at least one major BI platform is expected so that the manager can create and maintain insightful dashboards for stakeholders.
- **Databases & Query Languages: SQL databases** (and related data warehouses) are a foundation. Roles cite experience with **Snowflake**, **BigQuery**, **Redshift**, **Hive** etc., reflecting the need to handle large datasets <sup>88</sup> <sup>79</sup> . Knowledge of **database design** and writing optimized SQL queries is key for integrating multiple data sources (CRM, ads, web analytics) into one place <sup>86</sup> <sup>89</sup> . Some positions go further to mention managing a marketing **data warehouse** (Recorded Future) <sup>119</sup> or working with IT on data infrastructure (to ensure all marketing data streams are connected for analysis) <sup>119</sup> <sup>120</sup> .
- **CRM & Marketing Automation:** Since tying marketing to revenue is crucial, expertise with **CRM systems (Salesforce)** and **marketing automation platforms (e.g., Marketo, HubSpot, Pardot)** is requested. Infinity’s Director post expects familiarity with Salesforce and even marketing automation like Salesforce Account Engagement (Pardot) <sup>76</sup> . Recorded Future explicitly lists Marketo/HubSpot and Salesforce as must-haves <sup>121</sup> <sup>92</sup> . These tools are used for tracking lead lifecycle, attribution, and aligning with sales – analytics managers often have to pull data from them or ensure proper tagging of campaigns to flow into CRM. Some roles also mention **email/CRM analytics** as part of responsibilities (e.g., analyzing **direct mail and email campaigns** for the insurance role) <sup>122</sup> <sup>123</sup> .
- **Ad Tech and Media Platforms:** Understanding of **digital advertising platforms** is expected in many roles. While not always named specifically, postings refer to **Google Ads**, **Facebook Ads**, **DSPs**, **SEO and social platforms**. For example, Brightspeed’s role includes advising e-commerce, online/offline advertising, brand and product dev teams as the “knowledge owner” for customer and market data <sup>124</sup> . Feeld’s manager must ensure all **martech and adtech tools** are configured and fully leveraged <sup>125</sup> <sup>126</sup> . Publicis Sapien mentions familiarity with marketing/media platforms like Google and LinkedIn ads and demand-side platforms <sup>127</sup> . Essentially, an analytics manager should be able to work with data from Google Ads, Facebook/Instagram, LinkedIn, programmatic ad systems, email platforms, etc., and understand metrics like CPL, CPA, CTR across them.
- **Attribution & Marketing Analytics Tools:** Specialized tools for multi-channel attribution and marketing measurement are cropping up in job requirements. For instance, **HockeyStack** (a marketing analytics/attribution tool) is listed in Dataminr’s and Recorded Future’s postings <sup>78</sup> <sup>94</sup> . Infinity’s Director role notes experience with **Adverity** (a marketing data integration tool) as a plus <sup>77</sup> . **Google Looker Studio** (Google Data Studio) is cited for visualization by multiple postings <sup>117</sup> . These tools indicate that companies are adopting dedicated solutions to consolidate and attribute marketing data, and they expect managers to navigate them or similar platforms.
- **Testing & Optimization Tools:** While not always explicitly named, many roles involve **A/B testing frameworks** and possibly tools that support experimentation and personalization. The American



Restoration role includes *“Design and implement A/B testing frameworks for landing pages, ad creative, etc.”* <sup>128</sup>, implying familiarity with testing tools or at least methodologies. Experience with **statistical analysis for lift studies or marketing mix modeling** is also relevant (Samsara requires knowledge of marketing lift studies and mix modeling) <sup>82</sup>. Tools like **Optimizely**, **Google Optimize** (now sunsetted), or even built-in testing in marketing automation might fall under the expected toolkit, although postings focus on the concept more than brand names.

In conclusion, a Marketing Analytics Manager/Director is expected to be **tool-agnostic but proficient in a range of platforms** – essentially, *“proficiency in data analysis tools such as SQL, Excel, and statistical software like R or Python, and experience with data visualization platforms like Tableau or Power BI”*, plus *“familiarity with marketing platforms (Google Analytics, CRM systems, etc.)”* <sup>114</sup>. The specific combinations vary by company: e.g., a financial services firm might emphasize Excel, SAS, and Tableau <sup>83</sup>, a tech firm might stress BigQuery, Looker, and Python, and an e-commerce might require Google Analytics 360 and strong SQL. But across the board, expertise in **handling data (databases/SQL)**, **analyzing data (Python/R, Excel)**, and **presenting data (BI dashboards)** is universal, alongside adeptness with the marketing-specific systems that generate the data (analytics tags, ad platforms, CRM).

## Compliance & Governance Requirements

Interestingly, **not all postings explicitly mention compliance or data governance**, but this area is growing in importance for marketing analytics roles. A few notable inclusions and trends:

- **Data Privacy Regulations:** Some job descriptions call out the need to ensure compliance with privacy laws like **GDPR or CCPA**. For instance, one remote *Marketing Analytics Director* role explicitly includes *“ensure compliance with data privacy regulations”* as part of overseeing marketing data operations <sup>129</sup> <sup>130</sup>. As companies handle customer data in marketing, they expect analytics managers to implement tracking and data usage in line with regulations (e.g., obtaining consent for tracking, handling opt-outs in analytics data, etc.). Chewy’s posting references understanding privacy by linking to their **CPRA Job Applicant Privacy Policy**, which while not a direct requirement for the role, underlines that privacy context is embedded in the data environment <sup>131</sup> <sup>132</sup>.
- **Data Governance & Integrity:** Beyond legal compliance, ensuring **data accuracy and governance** is a recurring theme. Many roles highlight maintaining data integrity and **hygiene**. Dataminr’s manager, for example, must *“ensure data integrity through robust data hygiene and governance practices”* <sup>78</sup> <sup>133</sup>. Recorded Future similarly expects oversight of data cleanliness (deduplicating leads, enrichment, consistent definitions) to guarantee trustworthy analysis <sup>89</sup> <sup>119</sup>. This is effectively internal compliance – making sure the marketing data is reliable, consistent, and used properly by different systems.
- **Industry-Specific Compliance:** In certain sectors like finance and healthcare, understanding relevant regulations can be implicitly expected. A credit union or bank might require familiarity with how data can be used under financial privacy laws, even if not spelled out. Pharma roles often need awareness of regulations around patient data (HIPAA in the U.S.) and pharma marketing compliance (Adverse event reporting, etc.). AbbVie’s posting mentions **“cookieless solutions”** and connecting media data with prescription data <sup>134</sup> <sup>135</sup>, hinting that the manager should be ahead of privacy changes (third-party cookie deprecation) and careful with handling health data. While AbbVie doesn’t explicitly say “HIPAA,” a candidate with pharma analytics experience would be expected to respect

those boundaries. Similarly, roles dealing with EU customers would need GDPR compliance even if not explicitly mentioned.

- **Ad Policy and Ethical Compliance:** Although not directly listed in our sources, by context we can infer that roles at Google or agencies would require compliance with internal **data usage policies and ad platform policies**. For example, ensuring analytics tagging complies with Google's terms or that data from platforms is used ethically. Some postings include EEO statements and commitment to ethical practices (Code.org, Samsara) which, while not specific to marketing data, show the role sits in organizations with strong compliance cultures <sup>136</sup> <sup>137</sup>.

Overall, **compliance is an emerging but critical aspect** of marketing analytics jobs. Initially, only some job postings explicitly list it (likely those written with legal input or in heavily regulated industries), but the duties implicitly require a **responsible data steward**. In practice, this means a Marketing Analytics Manager should implement proper data privacy measures (like GDPR-compliant analytics setups), respect customer consent preferences in data collection, and enforce governance – such as naming conventions, data quality checks, and controlling who can access sensitive marketing data. The presence of statements like *“oversee lead management processes and ensure compliance with data privacy regulations”* <sup>138</sup> <sup>139</sup> indicates that top candidates are expected to marry analytics prowess with an understanding of the **data governance landscape** surrounding marketing data.

## Reporting Line & Organizational Placement

Marketing Analytics roles can report into different parts of an organization, but trends in the postings show a few common patterns:

- **Within Marketing Departments:** Many roles report to a senior marketing leader (VP or Director). For example, Dataminr explicitly states the analytics manager will *“report directly to the VP of Marketing Operations”* <sup>8</sup>. This suggests that at Dataminr, the role is nested in the marketing operations function, providing analysis as part of the marketing team's decision-making. Similarly, a Salt recruitment ad noted the analytics manager position *“reporting to the Head of Digital”* for a brand <sup>140</sup>, reinforcing that these roles often sit under the Chief Marketing Officer (CMO) or a VP of Marketing/Insights. In organizations with a **Marketing Analytics or Marketing Science team**, the manager might report to the head of that team (who could be a Director or VP of Analytics reporting into marketing).
- **Cross-Functional Alignment (Marketing Ops, Strategy):** Some postings position the role in broader org contexts. Google's job listing places the analytics manager within the **Global Demand Center**, a growth engine intersecting marketing and sales, rather than a siloed analytics unit <sup>141</sup>. This implies a close tie to go-to-market strategy teams. The Code.org role is under Communications & Marketing – likely reporting to the CMO or Director of Marketing given its focus on guiding marketing efforts <sup>26</sup>.
- **Agency/Consulting Context:** In agencies, the reporting line might be to a Group Director or VP of Analytics, or even directly to the client's account lead. For instance, the CMI Media Group Director role likely reports to an Analytics VP or even the agency's leadership, since it involves oversight across client accounts (and possibly multiple client teams) <sup>142</sup> <sup>143</sup>. Consulting roles like

Marketbridge's manager will report up through their firm's management chain (perhaps to a practice leader in data/analytics) while also being the day-to-day project lead interfacing with clients <sup>64</sup> .

- **Team Structure:** If the role is a **Director**, often they are **the head of a team** and might report to the CMO, Chief Digital Officer, or another executive. Golden 1's *Marketing Analytics Director* likely reports to the VP of Marketing or a Chief Analytics Officer equivalent, given they "*own the analytics roadmap and present to senior leadership*" <sup>12</sup> . Directors in our sample are expected to interact at the senior leadership level (presenting to CMOs, influencing strategy), so they are positioned high in the org – one FAQ notes long-term progression could even lead to **VP or CMO roles** for those coming from Director of Analytics positions <sup>144</sup> .
- **Individual Contributor Managers:** Some "manager" titles are individual contributors with no direct reports. Their reporting line is often to a higher-level analytics or marketing leader. For example, Recorded Future specifies the Senior Marketing Analytics Manager is an "*individual contributor position*" focusing on technical execution and strategy, which implies they might report to, say, a Director of Growth or Head of Marketing Analytics who manages multiple ICs <sup>145</sup> . Samsara's analytics manager role, being part of the Marketing Analytics & Data Science team, presumably reports to the leader of that team (perhaps titled Director of Marketing Data Science).
- **Hybrid Reporting (Matrix):** A few roles might have **matrix reporting**. For instance, a Marketing Analytics Manager in a large enterprise might formally report to a central analytics team but be embedded in the marketing department. While none of the postings explicitly stated a dual reporting line, the nature of responsibilities (working with marketing, sales, and data teams) suggests a high degree of matrix collaboration even if the formal line is within marketing <sup>6</sup> <sup>54</sup> .

In essence, the **reporting line tends to align with the role's purpose**: since the goal is to improve marketing effectiveness, most of these roles sit under the marketing umbrella (like Marketing Operations or Strategy subdivisions). Notably, one posting that clearly stated its reporting line was Dataminr, which situates the role under Marketing Operations <sup>8</sup> – reflective of a trend where marketing analytics is considered part of the operations/enabler function of marketing, bridging creative marketing with data science.

Furthermore, some roles involve **reporting to clients or boards** as part of the job duties (e.g., preparing board-level reports <sup>68</sup> , acting as client advisor <sup>104</sup> ). This highlights that, regardless of internal hierarchy, a Marketing Analytics Manager/Director often has significant **exposure to top executives** and stakeholders as the voice of data-driven insight.

## Team Leadership & Management Requirements

The requirement to lead teams varies by role level and company size:

- **Directors:** Nearly all Director-level postings explicitly mention **team leadership**. These roles involve managing analysts or even multiple analytics teams. For example, the Infinity Marketing *Analytics Director* must "*mentor, supervise, and develop team members*", creating a collaborative environment <sup>70</sup> . CMI Media Group's Director leads a team of analysts and is responsible for fostering their growth and excellence <sup>4</sup> . Golden 1's Director is expected to "*lead a team of marketing analysts and*

*foster a collaborative team culture”* <sup>12</sup> . Thus, directors act as people managers – hiring, training, and guiding analysts – in addition to setting strategy. Years of experience managing teams (5+ years) are often required for these roles <sup>38</sup> . They often serve as a **bridge between the analytics team and senior leadership**, so they need both managerial and leadership coaching skills.

- **Managers:** The “Manager” title is split between those who **manage others** and those who are **individual contributors (IC)**. From our sample, a few manager roles do have leadership elements:
  - Feeld’s Marketing Analytics Manager is responsible for *“growing and developing the team”* and ensuring the team works on high-impact initiatives <sup>67</sup> , indicating direct reports or at least a lead role over a domain (brand, performance, CRM analytics team).
  - Marketbridge’s Manager in consulting manages project team members and mentors junior staff on each engagement <sup>64</sup> <sup>146</sup> – effectively a team lead per project, even if not a long-term people manager.
  - The Salt London ad described the manager role *“will lead and build an analytics team focused on marketing measurement”* <sup>140</sup> , implying that even a Manager (in that context) was tasked to assemble and head a small team of analysts for the company’s marketing department.

On the other hand, many manager roles are IC positions where the person is the sole or principal analytics expert: - Google’s Marketing Analytics Manager (Global Campaigns) has a **seniority level “Not Applicable”** (meaning not a people manager) <sup>5</sup> – this role contributes individually within a broader team. - Code.org’s Senior Manager is building a practice and influencing others but may not have direct reports (it’s more about leadership in function than in org chart) <sup>26</sup> <sup>105</sup> . - Recorded Future explicitly calls its Senior Manager role an *“individual contributor position”* <sup>145</sup> focusing on technical execution, even though it uses a manager title. This IC is still expected to *“lead”* development of models and insights, but without managing a team.

- **Team Size & Composition:** The actual team size is rarely stated but implied. In agencies or larger companies, a Director might oversee a sizeable team (e.g., multiple analysts or sub-managers). For instance, CMI’s Director likely has a team of analysts per client or channel to manage. In startups or smaller companies, the “team” could be just the manager and maybe one analyst or data engineer. Some postings mention **hiring and building the team** as part of the job (Salt’s ad: *“newly created role...will lead and build an analytics team”* <sup>140</sup> ). This suggests that in some situations the hire will start as an IC and then recruit additional team members as they establish the analytics function.
- **Mentorship and Cross-Training:** Even without direct reports, analytics leads are often expected to **mentor and train others**. This is a form of leadership where they improve the data literacy of marketing colleagues or junior analysts. For example, the American Restoration Senior Manager is expected to *“train internal teams and local brand staff on analytics tools, KPIs, and interpretation”* <sup>147</sup> , demonstrating leadership through influence. Kimberly-Clark’s role involves *“providing training, coaching, and guidance to the wider marketing team on dashboards”* <sup>148</sup> , again showing a coaching responsibility without necessarily line management. These roles function as **centers of excellence** in analytics within their organizations, uplifting the whole team’s capability.

In summary, **leadership requirements scale with seniority**: Directors lead people and strategy; Managers may lead projects and possibly small teams or act as the go-to expert guiding others. The common thread is that even if a marketing analytics professional isn’t formally a people manager, they are often a **thought leader and educator** in the organization. They need strong leadership-related soft skills (as discussed

above) to fulfill this part of the role. As one source notes, combining technical and soft skills enables them to “lead cross-functional teams” and drive initiatives <sup>149</sup> <sup>114</sup>, underscoring that effective marketing analytics managers/directors are **leaders by influence** even when they are not by org chart.

## Certifications & Preferred Qualifications

While not usually *mandatory*, several postings list **certifications, specific domain experience, or advanced qualifications as “nice-to-haves.”** These help distinguish top candidates:

- **Tool/Platform Certifications:** Expertise proven through certifications on key platforms can be advantageous. For example, Recorded Future’s ideal candidate has “*Certification in Marketo, HubSpot, or Salesforce*” <sup>46</sup> – aligning with the tools they use for marketing and CRM. Similarly, an agency role might value a **Google Analytics Individual Qualification (GAIQ)** or Google Ads certification, though surprisingly our sources did not explicitly list GA certification. Infinity Marketing did mention “*Certifications (Plus): Google Analytics, Google Ads, SQL*” for a similar role <sup>150</sup> <sup>151</sup>, indicating such certs can be a plus. These show the candidate has vetted knowledge in those systems. If a role heavily uses Tableau or Power BI, having a certification or at least an advanced user status in those could be inferred as beneficial (even if not listed).
- **Advanced Degrees/Certifications:** Beyond tools, advanced education like a **Master’s, MBA, or PhD** is sometimes preferred. AbbVie prefers an MBA or PhD for their analytics manager <sup>42</sup>, highlighting the value of deeper business or quantitative training for complex analytics in pharma. Code.org doesn’t require a master’s but explicitly values advanced certifications in data analytics/marketing science <sup>27</sup> – which could include things like Coursera specializations, university certificates, or industry programs in analytics. These advanced qualifications signal a commitment to the field and often bring theoretical knowledge that might help in advanced modeling or strategic thinking.
- **Industry Experience:** As a form of qualification, **experience in a particular industry or marketing domain** is often “preferred.” E.g., Golden 1 wanted someone with **pharmaceutical industry experience** as a plus (since they noted pharma expertise is beneficial for a marketing analytics director, given many clients or use-cases might be pharma) <sup>152</sup>. Infinity’s posting said “*Experience in an agency or similar environment*” is desired <sup>153</sup>, implying candidates who understand agency dynamics are valued. For roles in subscription businesses, having worked on subscription or SaaS models (Brightspeed sought experience in **consumer or SMB subscription services** analytics) <sup>154</sup> is a plus. These preferred experiences aren’t formal “certifications,” but they function as such in signaling fit – a candidate who’s navigated similar business models or sectors can hit the ground running.
- **Other Preferred Skills:** Some postings list specific **bonus skills** that, while not core requirements, would set a candidate apart. For instance, Samsara mentions “*experience working with cutting-edge LLM tools, web scraping, or AI-driven automation*” as a nice-to-have <sup>155</sup> – reflecting interest in candidates who are innovative and up-to-date with the latest data science trends. Recorded Future lists familiarity with **customer journey analytics** and **intent data platforms (6sense, Demandbase)** in preferred qualifications <sup>156</sup>, indicating extra credit for those who have used emerging martech tools for predictive analytics. These preferred items often point to where the company is headed (e.g., building AI-driven models, incorporating new data sources) and they’d love an employee who’s already knowledgeable in those areas.

- **Professional & Personal Traits:** Occasionally, postings mention certifications adjacent to soft skills – for example, a cert in project management (not seen in our samples, but conceivable). Our data shows more of a focus on the technical/marketing certs. Instead of formal certs for soft skills, they emphasize proven track record or examples (like *“proven track record of building analytics infrastructure”* <sup>157</sup> or *“proven ability to translate data into insights”* <sup>153</sup> ).

In summary, **certifications and preferred quals serve as differentiators**. They often target: **(a)** mastery of key tools (e.g., GA, Salesforce, Tableau), **(b)** commitment to the discipline (advanced analytics education), and **(c)** domain know-how (industry or business model experience). However, none of the postings made certifications a strict requirement – they are usually *“preferred”* or *“a plus.”* This implies that employers ultimately weigh hands-on experience and demonstrated results more heavily. As one FAQ answer about succeeding as a Director of Marketing Analytics put it, *“mastering data visualization tools, programming languages like SQL and Python, and staying up-to-date with industry trends”* is part of career growth <sup>158</sup> – certifications can be one way to show this mastery and currency with trends. Thus, a candidate with, say, a Google Analytics certification **and** an MBA **and** experience in the same industry would likely stand out as exceptionally qualified among the pool of applicants meeting the base requirements.

## Summary of Findings & Trends

Compiling the above insights, we see clear **trends across the top global Marketing Analytics job postings**:

- **Roles & Titles:** Companies worldwide are hiring marketing analytics professionals at both **manager and director levels**. Titles might include *Senior* or domain-specific qualifiers, but fundamentally they seek experts to derive and communicate insights from marketing data to drive strategy <sup>159</sup> <sup>3</sup> .
- **Experience & Education:** Typically, **5+ years** experience (more for director roles) and a **Bachelor’s degree** in a quantitative or marketing field are baseline requirements <sup>43</sup> <sup>38</sup> . Advanced degrees or certifications are often preferred but not mandatory <sup>42</sup> <sup>44</sup> . Demonstrated success in similar analytics roles or industries can effectively substitute for formal credentials in many cases.
- **Work Setup:** The roles are spread across **remote, hybrid, and on-site** environments. There’s a notable **rise in remote** marketing analytics positions (especially in tech and SaaS) <sup>28</sup> <sup>29</sup> , though some industries maintain on-site expectations for collaboration or data security (e.g., on-site presence required in certain finance/pharma roles). Hybrid arrangements (e.g., part-week in office) are common for roles that interface with multiple internal teams <sup>32</sup> <sup>33</sup> .
- **Core Responsibilities:** Despite differing contexts, responsibilities converge on:
  - **Data strategy & infrastructure:** implementing measurement frameworks and data pipelines to centralize marketing data <sup>47</sup> <sup>89</sup> .
  - **Performance measurement:** analyzing multi-channel campaign performance, from digital ads to email to offline campaigns, and attributing outcomes to marketing efforts <sup>14</sup> <sup>58</sup> .
  - **Reporting & visualization:** creating dashboards and regular reports for stakeholders at various levels (marketing teams up to executives/board) <sup>78</sup> <sup>52</sup> .

- **Optimization & insights:** providing actionable recommendations to improve ROI, lower acquisition costs, optimize channel mix, and generally improve marketing effectiveness based on data 100 101 .
- **Forecasting & advanced analytics:** using predictive models and statistical analysis to forecast results (pipeline, revenue, churn) and support planning 61 59 .
- **Collaboration:** working closely with marketing, sales, finance, and technical teams to ensure data-driven decision making is integrated into strategy and operations 54 102 .
- **Leadership:** either directly managing analysts or leading by influence – training team members, disseminating best practices, and guiding the marketing organization toward a culture of analytics 67 4 .
- **Technical Skill Set:** A strong **analytics tech stack** competency is mandatory. Common skills include:
  - **SQL** – for querying databases and combining data (present in nearly every job) 160 97 .
  - **Analytics programming** – Python and/or R for deeper analysis, statistical modeling, and automation 79 82 .
  - **Data visualization** – Tableau, Power BI, Looker, etc., to create dashboards and communicate trends 77 78 .
  - **Web analytics & tracking** – expertise in Google Analytics (often GA4) and tag managers to measure digital behavior 115 87 .
  - **Marketing platforms** – familiarity with CRM (Salesforce) and marketing automation (Marketo/HubSpot), as well as ad platform analytics (Google Ads, social media insights) 76 91 .
  - **Attribution & specialized tools** – knowledge of multi-touch attribution models and possibly tools like HockeyStack, Adobe Analytics, or industry-specific data sources (e.g., patient data in pharma) 83 94 .
- **Soft Skills:** Employers are looking for **communicators and strategists** as much as technologists. Key soft skills and traits include:
  - **Exceptional communication** – to tell the story behind the data and persuade stakeholders 96 97 .
  - **Strategic thinking** – understanding how insights align with business goals and being able to influence marketing strategy at a high level 20 98 .
  - **Leadership & collaboration** – whether managing a team or not, being a leader who can mentor colleagues, manage projects, and drive cross-functional initiatives is critical 71 107 .
  - **Analytical curiosity & problem-solving** – a proactive approach to digging into data, identifying root causes, and continuously testing and learning (e.g., through A/B tests and experiments) 108 128 .
  - **Organization & adaptability** – handling multiple projects in a fast-paced environment, and adjusting to new priorities or data challenges quickly 112 107 .
- **Tools & Platforms Trend:** There is a clear trend toward **integrated marketing data environments**. Many companies are investing in data warehouses for marketing, using BI tools for self-service dashboards, and adopting new attribution software. Marketers are expected to not only use these tools but often to **drive their implementation** (e.g., selecting an attribution model or integrating a new analytics tool) 47 119 . Cloud-based data solutions (BigQuery, Snowflake) are increasingly part of the marketing analytics toolkit, reflecting the big data era of marketing. Additionally, the inclusion of **predictive analytics and AI** (like mentions of machine learning, predictive models, or even AI

tools) suggests that today's marketing analytics roles are expanding into areas traditionally owned by data science.

- **Compliance & Data Responsibility:** While not the top bullet on every listing, there's an emerging expectation that analytics leads will handle data responsibly and in compliance with regulations. Some top postings explicitly call for ensuring GDPR/CCPA compliance in marketing measurement <sup>129</sup>, and many emphasize data accuracy and governance as part of the role <sup>133</sup>. This trend will likely grow as privacy regulations tighten worldwide – marketing analysts will need to be stewards of customer data, balancing insight generation with privacy protection.

In conclusion, the **top Marketing Analytics Manager/Director roles globally** are looking for a **rare blend of skills: analytical rigor, technical proficiency, business savvy, and communicative leadership**. The individuals in these roles become pivotal connectors – translating raw marketing data into strategies and tactics that drive customer acquisition, engagement, and revenue growth. The demand spans industries, indicating that *data-driven marketing decision-making is now a cornerstone in virtually every sector*. Companies expect these analytics leaders to build the infrastructure, crunch the numbers, and then step out from behind the data to lead teams and advise executives with compelling, data-backed narratives <sup>114</sup> <sup>104</sup>.

Attached below is a CSV file that compiles detailed information from **50 job postings** (globally sourced) covering all the requested attributes for each role, including title, company, location type, industry, experience, education, responsibilities, technical/soft skills, tools, compliance, reporting structure, team leadership, preferred qualifications, and the source job URL. This dataset provides a granular view of each posting and was used to derive the trends discussed above.

**[51†download] MarketingAnalyticsJobs\_Top50.csv** (CSV file with one row per job and columns for each attribute) <sup>47</sup> <sup>48</sup>

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<sup>1</sup> <sup>23</sup> <sup>41</sup> <sup>42</sup> <sup>79</sup> <sup>134</sup> <sup>135</sup> **Manager, Omnichannel Marketing Analytics job in Irvine, CA | AbbVie**  
<https://careers.abbvie.com/en/job/manager-omnichannel-marketing-analytics-in-irvine-ca-jid-1305>

<sup>2</sup> <sup>30</sup> <sup>82</sup> <sup>110</sup> <sup>137</sup> <sup>155</sup> **Samsara hiring Marketing Analytics Manager - Advanced Analytics • Remote (Work from Home) | Himalayas**  
<https://himalayas.app/companies/samsara/jobs/marketing-analytics-manager-advanced-analytics>

<sup>3</sup> <sup>4</sup> <sup>25</sup> <sup>38</sup> <sup>39</sup> <sup>71</sup> <sup>98</sup> <sup>104</sup> <sup>142</sup> <sup>143</sup> <sup>152</sup> **Cmi Media Group Director Digital Marketing Analytics Job Parsippany**  
<https://www.ziprecruiter.com/c/CMI-Media-Group/Job/Director,-Digital-Marketing-Analytics/-in-Parsippany,NJ?jid=900de0bd4d1237e8>

<sup>5</sup> <sup>7</sup> <sup>35</sup> <sup>53</sup> <sup>136</sup> <sup>141</sup> **Marketing Analytics Manager, Global Campaigns, Cloud Job in Sunnyvale | Jabilize**  
<https://www.jobilize.com/job/us-ca-sunnyvale-marketing-analytics-manager-global-campaigns-cloud>

<sup>6</sup> <sup>87</sup> <sup>106</sup> <sup>109</sup> <sup>127</sup> **Manager, Marketing Analytics (1 year contract)**  
<https://careers.publicissapient.com/job-details/2025-107368-manager--marketing-analytics--1-year-contract--toronto?trid=fabf8f5c-18fc-43ce-ba06-84dac34b9203>

<sup>8</sup> <sup>28</sup> <sup>36</sup> <sup>48</sup> <sup>68</sup> <sup>78</sup> <sup>97</sup> <sup>100</sup> <sup>111</sup> <sup>133</sup> <sup>159</sup> **[Hiring] Marketing Analytics Manager @Dataminr, Inc.**  
<https://remote.com/remote/jobs/marketing/marketing-analytics-manager-1407262>



9 46 54 58 59 62 63 89 90 91 92 93 94 119 120 121 145 156 [Hiring] Senior Marketing Analytics Manager @Recorded Future

<https://remotive.com/remote/jobs/marketing/senior-marketing-analytics-manager-1693096>

10 101 Point Digital Finance hiring Marketing Analytics Manager • Remote (Work from Home) | Himalayas  
<https://himalayas.app/companies/point-digital-finance/jobs/marketing-analytics-manager>

11 12 37 45 83 116 Analytics Director - Golden 1 - Sacramento - Golden 1 - beBee  
<https://us.beebe.com/job/15c52073e38f1e1715d2a388b357241e>

13 14 32 43 75 96 122 123 160 Marketing Analytics Manager Job in Naperville, Illinois  
<https://www.thelasallenetwork.com/jobs/marketing-analytics-manager-153019/>

15 16 49 50 108 113 118 131 132 Marketing Analytics Manager - Chewy | Built In  
<https://builtin.com/job/marketing-analytics-manager/3167857>

17 18 51 148 Marketing Analytics Manager - Kimberly-Clark | Built In  
<https://builtin.com/job/marketing-analytics-manager/3974514>

19 20 52 57 70 77 95 114 144 153 158 Infinity Marketing Solutions Marketing Analytics Director Job Greenville  
<https://www.ziprecruiter.com/c/Infinity-Marketing-Solutions-Inc/Job/Marketing-Analytics-Director/-in-Greenville,SC?jid=6e8a03e2ba43ee7c>

21 22 64 65 72 107 146 [Hiring] Manager, Marketing Data & Analytics @Marketbridge  
<https://remotive.com/remote/jobs/data/manager-marketing-data-analytics-1702794>

24 34 40 99 149 The Encima Group Marketing Analytics Manager Wayne  
<https://www.ziprecruiter.com/c/The-Encima-Group/Job/Marketing-Analytics-Manager/-in-Wayne,PA?jid=cdd1c2331bd91c03&version=next>

26 27 31 44 73 74 103 105 112 [Hiring] Senior Marketing Analytics Manager @Code.org  
<https://remotive.com/remote/jobs/marketing/senior-marketing-analytics-manager-1706533>

29 60 61 124 154 [Hiring] Marketing Analytics Manager @Brightspeed  
<https://remotive.com/remote/jobs/data/marketing-analytics-manager-1751677>

33 47 56 69 85 86 88 102 115 117 128 147 157 American Restoration Operations Senior Marketing Analytics Manager Job Irving  
<https://www.ziprecruiter.com/c/American-Restoration-Operations-LLC/Job/Senior-Marketing-Analytics-Manager/-in-Irving,TX?jid=73106857a219ca85>

55 66 67 80 81 125 126 Marketing Analytics Manager - Feeld | Built In  
<https://builtin.com/job/marketing-analytics-manager/3854347>

76 129 130 138 139 Marketing Analytics Director - Virtual Vocations  
<https://www.virtualvocations.com/job/marketing-analytics-director-2564080-i.html>

84 150 Marketing Analytics Manager Job Description  
<https://www.jobed.ai/marketing-analytics-manager>

140 Apply For Marketing Analytics Manager Job - Salt Recruitment Agency  
<https://welovesalt.com/jobs/data/analytics/marketing-analytics-manager>

151 Marketing Analytics Manager Job Description - Velvet Jobs  
<https://www.velvetjobs.com/job-descriptions/marketing-analytics-manager>