



I'm trying to map out the core areas of functions and responsibility for someone working as a Marketing Analytics Manager; so far, I have these segments that range in terms of direct involvement (some are for collaboration/cross-functional integration and others are more direct involvement and accountability). Can you see anything that can be improved, added, or optimized to have the best framework for these segments?

Marketing Analytics Overview (MAO)
Strategy & Stakeholder Management (SSM)
Team Management & Leadership (TML)
Data Engineering & Technology (DET)
Data Analysis & Insights (DAI)
Analytics Processes & Optimizations (APO)
Metrics & Performance Tracking (MPT)
Statistics & Testing Frameworks (STF)
Attribution & Measurement Modeling (SMM)
Segmentation & Behavior Analysis (SBA)
Reporting & Data Visualization (RDV)
Marketing Performance & Optimization (MPO)
Growth Optimization & Experimentation (GOE)

Your framework for the core areas of functions and responsibilities for a Marketing Analytics Manager is comprehensive and well-structured. However, based on the search results and industry trends, I can suggest a few improvements and additions to optimize your framework:

Refined Framework

- 1. Marketing Analytics Overview (MAO)**
 - Rename to "Strategic Marketing Analytics" to emphasize its overarching role
- 2. Strategy & Stakeholder Management (SSM)**
 - Add "Cross-functional Collaboration" to highlight the importance of working with various teams^[1] ^[2]

3. Team Management & Leadership (TML)

- Include "Talent Development" to emphasize nurturing team skills^[2]

4. Data Engineering & Technology (DET)

- Expand to "MarTech Stack Management & Data Integration" to cover the broader scope^{[1] [2]}

5. Data Analysis & Insights (DAI)

- Rename to "Advanced Analytics & Actionable Insights" to stress the importance of deriving valuable conclusions^{[1] [3]}

6. Analytics Processes & Optimizations (APO)

- Keep as is, it's well-defined

7. Metrics & Performance Tracking (MPT)

- Rename to "KPI Definition & Performance Monitoring" to emphasize the strategic aspect^{[1] [4]}

8. Statistics & Testing Frameworks (STF)

- Expand to "Statistical Analysis & A/B Testing" to include specific methodologies^[4]

9. Attribution & Measurement Modeling (AMM)

- Keep as is, it's crucial for understanding marketing impact

10. Segmentation & Behavior Analysis (SBA)

- Add "Customer Journey Mapping" to provide a more holistic view^{[1] [4]}

11. Reporting & Data Visualization (RDV)

- Expand to "Data Storytelling & Executive Reporting" to highlight communication skills^[3]
^[4]

12. Marketing Performance & Optimization (MPO)

- Rename to "Campaign Performance Analysis & Optimization" for clarity^{[1] [2]}

13. Growth Optimization & Experimentation (GOE)

- Keep as is, it's well-defined

14. Data Governance & Quality Assurance

- Add this new segment to ensure data accuracy and integrity^{[2] [5]}

15. Predictive Analytics & Forecasting

- Add this new segment to emphasize forward-looking analysis^[5]

Additional Considerations

- Ensure that the framework emphasizes the iterative nature of marketing analytics, incorporating a "test, measure, iterate" approach^[4].
- Highlight the importance of staying updated with industry trends and emerging technologies in marketing analytics^{[2] [5]}.

- Consider adding a segment on "Ethics & Privacy in Marketing Analytics" to address growing concerns about data usage and compliance with regulations.

This refined framework provides a more comprehensive and up-to-date representation of a Marketing Analytics Manager's responsibilities, aligning with current industry practices and expectations.

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2. <https://builtin.com/job/marketing-analytics-manager/2172536>
3. <https://www.customerly.io/glossary/marketing-analytics-manager/>
4. <https://supermetrics.com/blog/marketing-analytics>
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