



Digital Marketing Analyst

About the role

The role of the Digital Marketing Analyst is to focus on the strategy, execution and operations of the business's lead generation processes.

This person excels in operations that facilitate scalability, predictability, and efficiency of marketing operations.

The ideal candidate is energetic and a self starter willing to dig in and own the foundation of our marketing program.

He or she can ramp up quickly and work effectively with little oversight and prioritize and manage their own work, clearly tying it to the goals of the larger team, and the business as a whole.

This is an engaging and hands-on role and requires an individual who is highly capable of operating and excelling at both strategic and tactical levels, working directly with the Director of Marketing to bring overarching business strategy to life via digital marketing.

Responsibilities

- Own the optimization process of keyword-based and demographic-based paid advertising campaigns on Facebook and Google
- Expand our audience reach through new development and growth of social media channels
- Actively listen and monitor social conversations across owned channels and the larger social web to stay abreast of social, technology and behavioral trends to inform our social media marketing strategy
- Establish a content publishing process so that we are continuously publishing engaging content across all owned channels on a weekly/daily basis
- Optimize our email marketing publishing process to increase engagement
- Analyze data at all levels of detail - high and low - to keep a finger on the pulse and quickly measure feedback of marketing efforts
- Distill insights from data and report them to the broader leadership team on a regular basis (weekly/monthly)
- Own and maintain existing marketing technology
- Create and maintain project dashboards to monitor the performance of marketing activities and measure overall business impact

Requirements

- Technical savvy, basic understanding modern web apps/CMS (eg Wordpress), SEO
- Strong proficiency with Excel or Google Sheets (pivot tables, vlookups, basic modeling)
- Experience using Google Analytics, HubSpot, or similar analytics platforms
- A passion for marketing, online courses and lifelong continuing education



- Attention to detail
- 3+ years working in Marketing Operations / Marketing automation / Lead generation
- Strong project management and prioritization skills