

Digital Marketing Analyst Job Description

Duties and Responsibilities:

- Perform email marketing and lead generation activities, including formatting, optimizing, and distributing email messages and marketing campaigns, event invitations, announcements, and newsletters
- Make sure email distributions follow marketing best practices, applicable regulations, anti-spam laws, and brand standards
- Carry out update and maintenance of information relating to business development activities and marketing in the CRM
- Collaborate with company lawyers, business services professionals, and support staff to develop and grow effective marketing mailing lists, blogs, websites, intranet, and content management
- Carry out update on company's website and microsites by applying company's Sitecore, HTML coding, and CMS
- Assist and direct other users of Sitecore
- Responsible for ensuring all content adhere to established standard before posting on company websites
- Help in developing, launching, and maintaining of WordPress blogs, microsites, campaign measurement and analytics
- Apply tools such as CRM, Google Analytics, social media management platforms, and the CRM in creating, analyzing, and interpreting requested reports
- Make useful suggestions on improving business processes and procedures, and the department's systems
- Responsible for designing, producing, and distributing specific departmental reports that may be required
- Ensure documentation and maintenance of daily work activities, including team activities
- Provide training and deliver presentations when requires and directed
- May be responsible for managing supplier relationships.

Digital Marketing Analyst Requirements – Skills, Knowledge, and Abilities

- A degree, diploma, or certificate in digital marketing or marketing
- Experience working in a digital marketing or professional services setting
- Solid work experience with email marketing tools and content management systems
- Experience with the social media on a professional level
- Solid experience working across multiple stakeholders, managing and enhancing workflows
- Strong ability to generate correct and insightful reports for making effective business decisions
- Possess strong critical thinking skill, and ability to apply it to analyzing data and solving problems
- Strong experience with direct marketing
- Expertise with Excel and other Microsoft Office products
- Highly organized and detail-oriented, with strong ability to manage several competing tasks simultaneously
- Highly motivated self-starter with proven ability to work independently with little supervision on projects, but produce great results
- Excellent ability to communicate both verbally and in writing across several stakeholder groups
- Proven ability to work effectively with internal teams to complete assigned tasks and projects before deadline
- Knowledge of HTML and experience with analytical tools, analysis, reporting, and researching.