Marketing Data Analyst

Phone :
Web :

Job Summary

Vacancy :
Deadline : Oct 10, 2024
Published : Sep 10, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

StackAdapt is a self-serve advertising platform that specializes in multi-channel solutions including native, display, video, connected TV, audio, in-game, and digital out-of-home ads. We empower hundreds of digitally-focused companies to deliver outcomes and exceptional campaign performance everyday. StackAdapt was founded with a vision to be more than an advertising platform, it's a hub of innovation, imagination and creativity.

We are looking for an innovative and experienced Marketing Data Analyst to join our expanding Marketing team. The right candidate will have an established track record of hands-on marketing reporting and data analytics within a rapidly growing company or digital marketing agency. If you want to join an exceptional team supporting and driving hypergrowth in an evolving industry—then keep reading!

Our ideal candidate will manage end-to-end reporting and analytics of the marketing team's processes for StackAdapt. You'll play a critical role in providing insights and recommendations on major decisions within Marketing. Working with the Business Ops and Revenue Ops teams, you will lead the reporting and analytics function of the marketing team's martech stack, giving visibility into what is working and what should be improved, including digital spend efficiencies, and campaign ROI.

What you'll be doing:

• Develop and implement world-class marketing reporting and analytics systems to give real time visibility into campaign performance, ROI, and measurement across all channels.

• Oversee the day-to-day reporting and analytical processes within the marketing department, spearheading the use of new BI tools and analyzing raw data to give trends and insights to CMO and marketing leadership.

• Design, update, and maintain department-wide dashboards to enable real-time access to marketing insights.

• Measure the effectiveness of marketing campaigns and automation programs, providing data-driven recommendations for funnel optimization and improvement.

• Provide ad hoc reporting and analysis to support the marketing team, ensuring clear communication of underlying data insights.

• Collaborate to enhance StackAdapt's marketing attribution system, ensuring alignment and data consistency across Revenue Operations, Finance, Marketing, and Business Operations teams.

• Champion marketing data quality and governance by maintaining marketing database hygiene, data cleanliness in various systems, researching causes of data issues to correct MOps processes, and compliance with regulations.

• Work with our martech stack to create automated processes and collaborate with other members of the MOps team in Salesforce Marketing Cloud to improve the data pipeline and standardize automation across different tools.

• Manage data processing projects for different members of the marketing team.

• Provide strategic guidance on optimizing the marketing technology budget and integrating systems to drive improved performance and higher conversion rates.

We'll be reaching out to applicants that have:

• 5-7 years experience in marketing analytics or marketing reporting roles with specific success stories to share.

• Hands-on experience managing marketing reporting and analytics within Salesforce Sales Cloud.

• Experience managing and analyzing advanced reporting for digital marketing campaigns across different media channels.

• Proficiency in writing SQL queries to generate reports and drive insights from BI tools.

• Experience developing SQL queries to automate workflows and reporting within Salesforce Marketing Cloud.

• Experience with Salesforce Marketing Cloud's AMPscript and SSJS is a bonus.

• Experience with campaign management and reporting tools such as Google Analytics 4, Looker Studio, Salesforce Reporting, and ThoughtSpot preferred.

• Operational experience designing and monitoring marketing campaigns with appropriate configuration and integrations.

• Experience managing datasets to ensure optimal readiness for marketing use, analysis, and segmentation.

• Strong project management skills with a focus on delivering high-quality results in a fast-paced environment.

• Superb attention to detail and time management skills with a sense of accountability for your work.

• Research experience is preferred.

StackAdapters Enjoy:

• Highly competitive salary + commission structure

• RRSP matching

• 3 weeks vacation + 3 personal care days + 1 Culture & Belief day + birthdays off

• Access to a comprehensive mental health care platform

• Health benefits from day one of employment

• Work from home reimbursements

• Optional global WeWork membership for those who want a change from their home office

• Robust training and onboarding program

• Coverage and support of personal development initiatives (conferences, courses, etc)

• Access to StackAdapt programmatic courses and certifications to support continuous learning

• An awesome parental leave policy

• A friendly, welcoming, and supportive culture

• Our social and team events!

StackAdapt is a diverse and inclusive team of collaborative, hardworking individuals trying to make a dent in the universe. No matter who you are, where you are from, who you love, follow in faith, disability (or superpower) status, ethnicity, or the gender you identify with (if you're comfortable, let us know your pronouns), you are welcome at StackAdapt. If you have any requests or requirements to support you throughout any part of the interview process, please let our Talent team know.

About StackAdapt

We've been recognized for our diverse and supportive workplace, high performing campaigns, award-winning customer service, and innovation. We've been awarded:

Ad Age Best Places to Work 2024

G2 Top Software and Top Marketing and Advertising Product for 2024

Campaign's Best Places to Work 2023 for the UK

2024 Best Workplaces for Women and in Canada by Great Place to Work®

#1 DSP on G2 and leader in a number of categories including Cross-Channel Advertising

#LI-Remote

APPLY

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits