

JD For Digital Marketing Consultant

Job Title: Digital Marketing Analyst

Company: [Company Name]

Location: [City, State]

Job Description:

We are seeking an experienced Digital Marketing Analyst to join our team. The Digital Marketing Analyst will be responsible for analyzing data and providing insights to inform and optimize the company's digital marketing efforts.

Key Responsibilities:

- Collect, analyze, and interpret data from various sources such as web analytics, social media, and email marketing
- Provide actionable insights to inform and optimize the company's digital marketing efforts, including SEO, PPC, email marketing, social media, and content marketing
- Collaborate with cross-functional teams, including marketing, product, and design, to ensure that digital marketing efforts are aligned with the company's overall business goals and objectives
- Monitor and analyze key performance indicators such as website traffic, engagement, conversions, lead generation, and ROI
- Stay up-to-date with industry trends and best practices to ensure that the company's digital marketing efforts are effective and innovative
- Create and present regular reports to stakeholders, including executive team and clients
- Use data to inform decision-making and develop strategic recommendations to improve digital marketing performance

Technical Competency Requirements:

- Strong understanding of web analytics tools such as Google Analytics and Adobe Analytics
- Familiarity with social media analytics tools, such as Facebook Insights, Twitter Analytics, and LinkedIn Analytics

- Experience with data visualization and reporting tools such as Tableau, Excel, and Google Data Studio
- Strong understanding of digital marketing and optimization best practices, including SEO, PPC, email marketing, social media, and content marketing
- Knowledge of data analysis methodologies and statistical models
- Strong understanding of website optimization and user behavior

Behavioral Competency Requirements:

- Strong project management skills and ability to work independently
- Excellent communication and teamwork skills
- Strong attention to detail and ability to meet deadlines
- Passion for data analysis and digital marketing
- Ability to think strategically and make data-driven decisions
- Excellent problem-solving skills and ability to interpret complex data sets
- Strong presentation and storytelling skills

Qualifications:

- Bachelor's degree in marketing, statistics, or a related field
- Minimum of 2 years of experience in digital marketing analytics or a related field
- Strong portfolio of work demonstrating experience in providing actionable insights to inform and optimize digital marketing efforts
- Proven track record of increasing campaign performance through data-driven insights
- Strong understanding of website optimization and user behavior