

Demand Marketing Analyst

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Company: Clarivate

Location: Jerusalem

Category: other-general

We are looking for a **Demand Marketing Analyst** to join our Academia and Government marketing team.

Reporting to the Director, Demand Marketing, the Demand Marketing Analyst collects and interprets research on consumers and their buying habits for Clarivate Academia & Government solutions.

The Demand Marketing Analyst is critical to support to drive and accelerate marketing growth and help to ensure that marketing-impacted sales and revenue targets are met. In this role you will collaborate with key stakeholders within marketing, sales and the business to grow demand at all stages of the marketing funnel, leverage and create content with a multi-channel approach throughout. The Demand Marketing Analyst measures digital campaign performance throughout the campaign lifecycle and drives toward optimization through testing, insight and a data-based, iterative approach.

If you have experience in SQL, Power Bi and using data analysis to improve targeting and deliver actionable insights, we would love to speak with you!

About You – experience, education, skills, and accomplishments.

Bachelor's degree in Marketing, Digital Marketing or Mathematics

1- 2 years of experience in a marketing analysis role.

Previous experience with digital channels and marketing best practice.

It would be great if you also had . . .

SQL experience with clear understanding of tool use.

Experience with keyword search, SEO/SEM management

Understanding of social media and advertising campaigns.

Analytical and quantitative skills

Previous experience with webinar and event best practice, including webinar / events communications and content best practice to support webinar.

Experience in marketing automation and databases.

Power Bi build experience and use

Experience with MS Office (Excel, Word and PowerPoint).

Prior experience creating digital channel forecast V return

What will you be doing in this role?

Research: Identifying target audiences, conducting research on consumer and market trends, and gathering web analytics

Analysis: Gathering, analysing, and interpreting marketing data

Reporting: Preparing detailed reports on consumer behaviour, competitors' activities, outcomes, and sales

Strategy: Working with the marketing team to inform and develop marketing strategies

Communication: Communicating with customers, competitors, and suppliers

Manage eCommerce platform driving digital marketing conversions through actionable data analysis

Manage the planning and creation of all marketing activities, including creation and execution of assets, webinars, events, email campaigns and advertising campaigns.

Understanding of analytics tools such as Google Analytics, SEMrush, Moz.

Using SQL and Power Bi have the ability to dive deep into identifying trends and insights against data.

Work with global field marketing teams on local application of global campaigns, understand local demand requirements, and support lead follow-up discipline with Sales teams

Evaluate digital marketing emerging technologies, providing advice and recommendation on their adoption where appropriate through a quarterly presentation to Demand Marketing team.

Leveraging data and results across all levels of the marketing and sales funnel, analyze performance of campaigns, monitor progress toward goals and modify approach as needed.

Embrace and release marketing A/B testing throughout the campaign life cycle

Ensure that effective demand marketing occurs at multiple levels of the marketing and sales funnels, in cooperation with sales teams, to accelerate sales and revenue recognition.

Research and contact third-party media outlets for planning third-party emails and display ads and manage workflow of coordinating onboarding of new vendors.

About the Team

The role reports to the Director, Demand Marketing and is based in the London office at St Mary Axe. We are a team of 6 Marketing professionals based globally. In addition to the direct team, you will be working with a wider network of Sales, Marketing and Product focused team members based globally who will support you with campaign & reporting effectiveness.

Hours of Work

This is a full-time permanent position based in London, UK and will require hybrid working in our London office (2-3 days per week in office, rest of week remote).

This position requires weekday (Monday - Friday) attendance with some scheduling flexibility available around core working hours.

#LI-Hybrid, #LI-Onsite

At Clarivate, we are committed to providing equal employment opportunities for all persons with respect to hiring, compensation, promotion, training, and other terms, conditions, and privileges of employment. We comply with applicable laws and regulations governing non-discrimination in all locations.

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