

Head of Marketing Analytics

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Company: CPS JOBS

Location: Israel

Category: other-general

תחום

משרה

A global gaming company is looking for a Head of Marketing Analytics

The Head of Marketing Analytics will lead a high-quality analyst team to deliver top-notch analyses and actionable insights to support decision-making.

To do so, the manager will initiate, develop and use advanced tools, methods, models, solutions and strategy to leverage Marketing performance and optimize the budget allocation

Lead the Marketing Analytics team and deliver actionable and valuable conclusions and insights

Create a strong and productive work relationship with the marketing leadership and teams

Own a key and active role in setting the strategy, benchmarks, goals, roadmap and methods to support the short and long term marketing plans

Establish, analyze, implement, execute and validate complex statistical models and segmentations to support and improve decision-making

Execute top-notch marketing analyses across multiple large data sets including a variety of 3rd party platforms

Monitor the marketing activity and KPIs on regular basis to identify patterns, trends and opportunities

Initiate, design and own reports, custom tools and automation processes

Collaborate with different departments: Data Science, BI Development, Data Engineering,

Finance, Product etc.

Plan and optimize the company's budget allocation

Manage data-driven meetings on a daily, weekly and monthly basis with the different departments including senior management

Search constantly for new technologies, tools and methods to leverage the analytics and marketing performance and capabilities

Mentor team members to foster a creative and exploratory environment

דרישות

3+ years of analytics team/group manager experience

3+ years of (previous) data/marketing analyst experience

Highly experienced in analyzing big data- Mandatory

Proven track record leading data-driven marketing projects and analyses

Excellent hands-on knowledge of SQL, Excel and visualization tools (preferably Tableau)- Mandatory

Excellent English skills

BA in Industrial Engineering / Economics / Statistics or equivalent academic background

איזורגוש דן

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