

LEDGER BENNETT

Marketing Insight Analyst

San Francisco Bay Area

Are you searching for your dream job? Here at Ledger Bennett, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

Ledger Bennett are looking for an experienced Marketing Insight Analyst to join our team at our offices in the San Francisco bay area. This exciting new role is offered on a 12 month fixed term contract basis.

What will my new role involve?

As our industry has developed its capability in-house to measure marketing influence on revenue, there is now an increased requirement to help B2B organizations to test, learn, analyse, and respond quickly to performance metrics – both good and bad!

This gives Ledger Bennett an opportunity to create a new function: Analytics and Planning. This function will drive a performance-led culture both internally at Ledger Bennett and externally, you'll be the first of a team of Analysts to identify trends and present solutions to clients and our own creative and digital services teams alongside the Account Management team.

Joining our team as a Marketing Insight Analyst, you will be responsible for:

- Analytics and Insights across client's websites and other channels/platforms
- Monthly analysis of channels/platform performance includes
- Build reports and dashboards which help bring your recommendations and insights to life in a visual way. These reports quickly demonstrate performance and trends over time and can track performance against plan

Our ideal Marketing Insight Analyst

We are looking for a Marketing Insight Analyst who can not only identify trends and drive a performance led culture but one that can communicate complex insights clearly and concisely. As our ideal candidate, you will have the following skills and competencies:

- Proficient in all aspects of web analytics tools, specifically Google Analytics, Google Data Studio, Adobe Analytics
- Experience building dashboards/data visualization using tools such as Tableau, PowerBI and/or Google Data Studio
- Solid experience in a B2B marketing environment, preferably agency-side and understand end-to-end/'closed loop' reporting methods and techniques
- Confident with the entire B2B marketing "tech stack": acquisition (search and social), web (Google Analytics, Adobe), marketing automation (Eloqua, Pardot, Marketo), and sales (Salesforce/CRM platforms)

- Translate data and analysis into reports to supply to clients and give actionable insights and performance recommendations based on the data, including recommendations on best-performing tactics, audiences, and messaging.

What can we offer you?

As our Marketing Insight Analyst, you will be entitled to a **highly competitive salary** plus a range of benefits including:

- Generous PTO allowance of 20 days per year Health Insurance with Vision and Dental; A comprehensive plan with company matching for all dependents up to 100%, including 50 % reimbursement for Vision and Dental insurance with Blue Shield, Available on the 1st of the following month after 30 days' employment
- Team Outing; Travel opportunities across the US and Europe.
- Company Wellness plan with Class Pass matching; Online well-being account including counseling and support through BalanceWorks, Prescription drug discount card, Employee discount card and rewards program through Working Advantage, 50% company matching for up to 3 classes per month with Class Pass
- Generous 401k matching - Matching up to 4% with an easy to use, online system for maintaining your 401k
- Commuter benefits scheme
- Flexible Spend Account access
- Life insurance plan
- A people framework

Why work for Ledger Bennett?

At Ledger Bennett you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast paced and innovative agency and will have a chance to be a key part of this growth.

If you have the skills and experience to excel as our Marketing Insight Analyst, click [APPLY](#) with your resume.