

Accenture Recruitment 2024 - Jobs Alerts - Marketing Analyst Post

Hiring organization
Accenture

Job Location

India
Remote work from: IN

Date posted
April 13, 2024

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Valid through
31.12.2024

Base Salary

USD 25,000 - USD 30,000

APPLY NOW

Qualifications

Graduate

Employment Type

Full-time

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Description

Accenture Careers

About Accenture

Accenture is a global professional services company, a leader in digital, cloud, and security solutions. We combine unmatched experience and specialized skills across more than 40 industries, offering Strategy & Consulting, Technology & Operations services, and Accenture Song. Powered by the world's largest network of Advanced Technology and Intelligent Operations centers, our 699,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries.

Why Join Us as a Marketing Analyst?

In this exciting role, you'll play a pivotal role in supporting our marketing efforts by leveraging data and analytics to drive strategic decision-making. You'll have the opportunity to collaborate with a talented team of marketing professionals, gain exposure to cutting-edge marketing technologies, and contribute to the success of a Fortune 500 company.

Position: Marketing Analyst (Remote)

Company: Accenture

Location: Remote

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Job Summary:

As a Marketing Analyst, you'll be responsible for gathering, analyzing, and interpreting marketing data to inform strategic marketing initiatives. You'll work closely with marketing leaders and other stakeholders to develop and implement data-driven marketing campaigns, track and measure campaign performance, and identify areas for improvement. This role is a great fit for a highly motivated and analytical individual with a passion for marketing and a strong desire to make a real impact.

Key Responsibilities:

- Conduct market research to understand customer needs, preferences, and market trends.
- Collect, clean, and analyze marketing data from various sources, including website analytics, social media, and CRM systems.
- Develop and maintain marketing dashboards and reports to visualize key metrics and insights.
- Support the development and implementation of data-driven marketing campaigns across different channels (e.g., digital, social media, email).
- Track and measure the performance of marketing campaigns against established KPIs (Key Performance Indicators).
- Identify trends and opportunities for improvement based on marketing data analysis.
- Stay up-to-date on the latest marketing technologies and best practices.
- Create compelling presentations and reports to communicate marketing insights to stakeholders.
- Collaborate with cross-functional teams such as marketing, sales, and creative to ensure marketing initiatives are aligned with business goals.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Business Analytics, or a related field (or equivalent experience).
- 0-3 years of experience in marketing analytics or a related field (for freshers or experienced candidates).
- Strong analytical skills with the ability to interpret and draw insights from data.
- Excellent problem-solving and critical thinking skills.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint).
- Experience with marketing data analysis tools (e.g., Google Analytics, Adobe Analytics) is a plus.
- Strong communication and presentation skills.
- Ability to work independently and as part of a team.
- Excellent attention to detail and accuracy.
- A passion for marketing and a desire to learn and grow in the field.

Experience:

This role is open to both recent graduates (freshers) and experienced marketing professionals. For freshers, a strong academic background in marketing, analytics, or a related field, along with a demonstrable interest in data-driven marketing, is a plus. For experienced candidates, a proven track record of success in marketing analytics, with experience in data analysis, reporting, and marketing campaign optimization, is preferred.

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Accenture Careers

Why Join Accenture?

At Accenture, you'll have the opportunity to:

- Work on challenging and impactful projects that make a real difference for our clients.
- Collaborate with a diverse and talented team of professionals from around the world.
- Learn and grow your skills through access to world-class training and development programs.
- Be at the forefront of innovation, working with the latest marketing technologies and tools.
- Enjoy a competitive salary and benefits package, including health insurance, paid time off, and retirement savings plans.
- Work in a flexible and supportive work environment, with opportunities for remote work.

Application Process:

To apply for this position, please submit your resume and cover letter online. In your cover letter, please highlight your relevant skills and experience, and explain why you're interested in this role and in working at Accenture.

Join Us and Make a Difference!

We're looking for a passionate and talented Marketing Analyst to join our team. If you're ready to take your career to the next level and make a real impact, we encourage you to apply!

General Overview:

This role provides a unique opportunity to gain valuable experience in marketing analytics at a leading global professional services company. You'll work on a variety of marketing initiatives, collaborate with talented professionals, and have the chance to learn and grow

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