JOB DESCRIPTION
MARKETING INTELLIGENCE TEAM

Position Title:	**Marketing Intelligence Analyst**
Full Name:	
Department:	Marketing Department
Report to:	Marketing Manager
Sub Role:	May provide strategic support to Campaign and Art & Digital Communication teams depending on assignment and business focus

I. Job Purpose
(Overall key responsibilities)

The Marketing Intelligence Analyst will be responsible for turning numbers into narratives that power decisions. This role leads the data and performance insight function across our marketing ecosystem, from campaign impact to customer behavior to mobile app engagement. The candidate will work closely with internal stakeholders to identify what's working, what's not, and what to do next. With a strong grasp of metrics, trends, and tools, you'll help sharpen our strategy through smart reporting, insight-driven recommendations, and performance optimization across all digital and offline touchpoints.

II. Key Duties and Responsibilities

Data and Performance Analysis
- Track and analyze campaign performance across platforms including social media, website, app, CRM, and in-store activities
- Monitor customer journeys, channel effectiveness, and key marketing KPIs
- Assess loyalty, gamification, and feature usage on the mobile app to recommend improvements

Reporting and Insights
- Build clear, visual reports to present data trends and findings to marketing and brand teams
- Translate complex data into actionable steps for content, promotions, and channel strategy
- Share regular insights to inform decisions on media budget, campaign direction, and e-commerce support

Platform and Market Monitoring
- Monitor app and website analytics to evaluate engagement, flow, and conversion behaviors
- Stay updated on competitor activities, customer shifts, and marketing benchmarks across sectors
- Collaborate with platform owners (e.g. Social, Website, CRM) to align metrics and improve performance

Strategic Collaboration
- Support campaign planning by forecasting expected impact based on previous data
- Join marketing reviews and contribute insights on customer, brand, or digital behavior
- Coordinate with internal teams to align data tracking frameworks and measurement goals

III. Requirement

- Bachelor's degree in business, marketing, economics, or data analytics
- 2 to 4 years' experience in data analysis, marketing performance, or customer intelligence
- Strong command of tools such as Excel, Google Analytics, Power BI, or similar platforms
- Understanding of campaign metrics, customer funnels, loyalty mechanics, and digital KPIs
- Experience analyzing mobile app behavior and e-commerce performance is a plus
- Ability to communicate data insights clearly to non-technical team members
- Comfortable with dashboards, reports, data storytelling, and cross-functional collaboration
- Bonus: Working knowledge of SQL, Tableau, or customer journey mapping tools

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