Marketing Analytics Manager

Marketing Department

Summary: Serve as the marketing analytics and Tableau expert for the Firm's practice groups and the Marketing and Business Development team. Develop complex analytic processes and data-driven insights to enhance the effectiveness of the Firm's Marketing and Business Development programs. Acquire, consolidate, and operationalize marketing data with a focus on data quality, data integration, and data modeling and visualization.

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Qualifications:

- Three or more years' experience in visualizing outputs in tableau preferred.

- Five or more years of relevant experience with marketing analytics in legal or professional services sectors.

- At least one year of people management experience, supervising data scientists, and/or data analysts.

- Experience prototyping and building new data products.

- Experience with statistical analysis and modeling, e.g. causal inference, significance testing, regression analysis, etc.

- Experience with SQL.

- Excellent project management and verbal and written communication skills required, especially in the context of managing processes and delivering technical analysis in both visual and written formats across diverse stakeholder set.

Duties and Responsibilities:

- Bring the Firm's marketing data together in new ways to drive efficiency and learning, and enhance the department's ability to provide answers to critical business questions.

- Create and utilize Tableau dashboards to manage marketing performance measurement, including the attribution of pipeline and revenue back to marketing engagements.

- Analyze which channels, campaigns, and content deliver the most engagements, pipeline, revenue, and ROI to ultimately prove and improve marketing impact.

- Create high-impact business intelligence tools (e.g., dashboards, self-service portal, etc.) that scale, are easy to maintain and serve the needs (routine and ad hoc analyses) of the Firm's practice groups and the Marketing and Business Development team.

- Establish a governing framework that is focused on analytical process improvement, target-setting, and standardizing best practices.

- Be a trusted advisor across teams that strives for action and impact.

- Communicate concepts in a clear and persuasive manner.

Status: Exempt
Reports To: Senior Manager of Digital Marketing Experience

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Qualifications (continued):

- You must be fully vaccinated against COVID-19 by your hire date to be eligible for starting in the role. Proof of vaccination will be required. Covington will provide reasonable accommodation(s) based on medical or religious grounds for qualified candidates.