

Senior Marketing Analyst

Description

About the team/role Checkr is looking for a Senior Marketing Analyst to support the Company's rapid growth. This role will be part of the Growth Marketing team, reporting to the Director of Growth Marketing. The Senior Marketing Analyst will be responsible for analyzing, forecasting, and reporting on performance across all digital sources of demand (paid search, SEO, website, email, paid social, display, etc.). This person and the insights they derive will play an integral part in shaping our demand strategy: we are looking for someone who can not only crunch the numbers but also extrapolate insights and hypotheses from the data, partnering with channel owners to help shape channel strategy and an optimization/testing plan. What you'll do Own reporting for key marketing funnel metrics by channel. Maintain consistent reporting cadence across the marketing org and use our data to communicate performance, areas for improvement, and shared successes or failures Develop detailed forecasts by channel, upkeep forecast & reporting vs forecast Proactively surface potential problems and ideas for optimization within the marketing funnel. Work with marketing channel leaders to create action plans based on insights Support marketing channel leaders with ad-hoc analysis to inform channel strategy Oversee experimentation setup and measurement across all digital channels Partner closely with our Revenue Operations team to maintain the integrity of inbound data and to define changes needed to our databases to support marketing team requirements What you bring 3-5 years in a highly analytical role such as marketing analytics, marketing operations, management consulting, or finance Advanced Excel data modeling skills Experience building & maintaining forecasting models Understanding of key marketing funnel metrics & KPIs Hands-on familiarity with Looker, Tableau, or comparable data visualization tool Experience with Google Analytics Intellectual curiosity, creative thinking, a passion for problem solving and an A/B testing mindset. Self-motivated individual who is always looking for opportunities to improve and optimize. Uncanny knack for uncovering compelling insights from large sets of data Excellent communication skills with an ability to tell a story with data to all levels of the organization Results-oriented, resourceful, detail-oriented, and highly organized Ability to thrive in a fast-paced and constantly evolving environment Nice to have: SQL experience Nice to have: hands-on familiarity with Salesforce, Marketo or comparable marketing automation tools What you'll get A fast-paced and collaborative environment Learning and development allowance Competitive compensation and opportunity for advancement 100% medical, dental, and vision coverage Up to \$25K reimbursement for fertility, adoption, and parental planning services Flexible PTO policy Monthly wellness stipend, home office stipend At Checkr, we believe a hybrid work environment strengthens collaboration, drives innovation, and encourages connection. Our hub locations are Denver, CO, San Francisco, CA, and Santiago, Chile. Individuals are expected to work from the office 2 to 3 days a week. In-office perks are provided, such as lunch four times a week, a commuter stipend, and an abundance of snacks and beverages. One of Checkr's core values is Transparency. To live by that value, we've made the decision to disclose salary ranges in all of our job postings. We use geographic cost of labor as an input to develop ranges for our roles and as such, each location where we hire may have a different range. If this role is remote, we have listed the top to the bottom of the possible range, but we will specify the target range for an exact location when you are selected for a recruiting discussion. For more information on our compensation philosophy, see our website. The base salary range for this role is \$97,483 to \$131,889 in Denver, CO. Please mention the word **WIN** and tag RMTUxLjgwLjE0My4yMDY= when applying to show you read the job post completely (#RMTUxLjgwLjE0My4yMDY=). This is a beta feature to avoid spam

Hiring organization

Checkr

Job Location

Remote

Base Salary

\$ 65000 - \$ 110000

Date posted

May 31, 2024

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applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)