

Senior Marketing Analytics

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Company: Teladoc Health

Location: Argentina

Category: other-general

Teladoc Health is a global, whole person care company made up of a diverse community of people dedicated to transforming the healthcare experience. As an employee, you're empowered to show up every day as your most authentic self and be a part of something bigger – thriving both personally and professionally. Together, let's empower people everywhere to live their healthiest lives.

Position Summary

The Marketing Analytics Manager will be an experienced, results-driven, high performing individual contributor who is an expert at building data storyboards to help drive B2B Marketing decisions. Hands on experience with technology and tools used and a deep understanding of B2B Marketing to create best-in-class Tableau dashboards and reports will be key to enabling measurement and success.

This individual will be responsible for the development and execution of B2B Marketing analytics that lead to informed business decisions and achievement of the company's strategic objectives. He/she should have a solid understanding of key performance indicators (KPIs) for B2B Marketing, including campaign deployment and engagement; pipeline progression; and other sales enablement program metrics. He/she will build Tableau dashboards that visualize performance against KPIs, automate self-service reports for key stakeholders, and participate in analysis of data. They will bring critical and analytical thinking, familiarity with analytic tools, good judgment, ability to work independently or ask for guidance, and the ability to communicate with a cross-section of stakeholders (technical, marketers and leaders).

Roles and Responsibilities

Design, build and maintain core dashboards and reports that track KPIs and ROI for B2B Marketing

Analyze campaign performance and engagement metrics to identify opportunities for growth and optimization

Process, cleanse and verify the integrity of data used for analysis across multiple technology platforms

Provide reporting of campaign performance and trend analysis on an ongoing basis

Document governance and processes in line with Marketing Ops policies

Support ad-hoc reporting needs, as assigned

Skill Requirements/Preferences

2+ years experience managing enterprise level digital marketing analytics visualization platform(s)

2+ years data harmonization skills

2+ years working with data scientists

Working knowledge of rule-based, multi-touch marketing attribution

Working knowledge of Salesforce.com preferred

Technical experience with Tableau

Technical experience working with marketing automation platforms, such as Marketo or Hubspot (in context of reporting against it) is preferred

Advanced Excel/Google sheets skills including pivots, vlookups, ability to build complex formulas

Familiarity w/Microsoft Office, Word and Teams

Strong project management capability and attention to detail

Why Join Teladoc Health?

A New Category in Healthcare: Teladoc Health is transforming the healthcare experience and empowering people everywhere to live healthier lives.

Our Work Truly Matters: Recognized as the world leader in whole-person virtual care, Teladoc Health uses proprietary health signals and personalized interactions to drive better health outcomes across the full continuum of care, at every stage in a person's health journey.

Make an Impact: In more than 175 countries and ranked Best in KLAS for Virtual Care Platforms in 2020, Teladoc Health leverages more than a decade of expertise and data-driven insights to meet the growing virtual care needs of consumers and healthcare professionals.

Focus on PEOPLE: Teladoc Health has been recognized as a top employer by numerous media and professional organizations. Talented, passionate individuals make the difference, in this fast-moving, collaborative, and inspiring environment.

Diversity and Inclusion: At Teladoc Health we believe that personal and professional diversity is the key to innovation. We hire based solely on your strengths and qualifications, and the way in which those strengths can directly contribute to your success in your new position.

Growth and Innovation: We've already made healthcare yet remain on the threshold of very big things. Come grow with us and support our mission to make a tangible difference in the lives of our Members.

As an Equal Opportunity Employer, we never have and never will discriminate against any job candidate or employee due to age, race, religion, color, ethnicity, national origin, gender, gender identity/expression, sexual orientation, membership in an employee organization, medical condition, family history, genetic information, veteran status, marital status, parental status or pregnancy.

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