

ABOUT CYIENT

Cyient is a leading consulting-led, industry-centric, global technology solutions company. We enable our customers to apply technology imaginatively across their value chain to solve problems that matter. It could be anything from a quieter flight to a safer train journey, a more reliable energy supply, or a quicker Internet connection. Our 14,000 associates are located in over 20 countries and support 12 industries, including aerospace, rail transportation, automotive, communications, healthcare, and life sciences. We are committed to designing tomorrow together with our stakeholders and being a culturally inclusive, socially responsible, and environmentally sustainable organization.

Why should you join the Cyient Marketing Team?

- Multi-dimensional growth and excellent career prospects
- No two days are ever the same
- There is no limit to what you can do
- Fun-loving, fast-paced and challenging environment
- Constant innovation and learning

ABOUT THE ROLE

Manager Marketing Analytics & Campaign Operations

Reporting into: Global INDUSTRY marketing head

If you live by metrics and data visualization, then this is the role for you.

Marketing analytics is more than reporting website traffic; it is about actionable insights from performance management data of campaigns, programs, and operations.

This needs an analytical mind, an eye for detail, and a keen sense of discipline. Additionally, knowing the right tools makes analyzing, reporting, and visualizing data easier.

You will work closely with the marketing leadership, marketing, and sales operations and enablement team to track critical activities, evaluate their impact, and identify how they contribute to the pipeline to ensure they offer an adequate return on investment (ROI). You will also be responsible for keeping the team true to their KPIs in this role.

Core Responsibilities:

- Responsible for tracking, reporting, and analyzing the performance of marketing activities, ad-hoc analytic requests, and development/automation of regular reports
- Own weekly and monthly marketing KPI performance analytics and reports and spend time collaborating with marketing stakeholders to ensure these reports meet the teams' evolving data needs for data efficacy and timely delivery
- Drive weekly, and monthly operation review calls, cadence management with leadership and the marketing team for a KPI health check and to keep everyone aligned

- A solid understanding of digital marketing to manage and report on marketing campaign tracking, including sources across multiple channels like website, social, email, live events, webinars, and online communities
- Collect and analyze customer, marketing, and web behavioral data. Provide insights and recommendations for refining the user experience in compliance with applicable privacy laws
- Test and analyze campaigns, A/B and Multi-variate tests, and key metrics, and identify opportunities to increase campaign performance
- Triage data from multiple sources or systems to create dashboards, and data visualizations for actionable insights and easy decision making
- Advise other marketing functions as the knowledge owner for customer and market data.
- Monitor and analyze digital media and marketing trends
- Promote data integrity best practices for maintaining a healthy contact database and socialize these across the team
- Stay aligned with industry best practices, technologies, and principles

EDUCATIONAL QUALIFICATION & EXPERIENCE:

- 5+ years of experience in a marketing analytics role
- Experience with analytical and reporting tools, including Adobe, Tableau, and Google Analytics.
- Proficient in MS Excel
- Deep knowledge expertise in managing digital and content marketing across social, display, marketing automation, and programmatic platforms
- Knowledge of various privacy laws and how they impact tracking mechanisms
- Strong Program and project management skills
- Strong analytical and strategic thinking skills
- Ability to make data-driven decisions
- Excellent interpersonal and collaborative communication skills
- Strong communication, data visualization, and presentation skills

CTC:

11 LPA + based on work experience.

CONTACT:

These requirements are in the **Marketing space** and they are for the **Chief Marketing officer's team**.

Kindly share your updated profiles to Snehithram.Pappu@cyient.com