



Title: Marketing Performance Analyst

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Work Location: San Jose, California,

Description

BD Biosciences is building our U.S. Region marketing team and is looking for star talent and personality to join our team. We are looking for a powerhouse analyst with experience in supporting marketing as we seek to optimize our marketing spend. In addition, this analyst would help lead our evolution from activity-based marketing to impact-based marketing. Are you hungry to make a transformational difference for a well-established company?

The **marketing performance analyst** will report to the US Director of Marketing and support members of the team across marketing communications, channel marketing and platform marketing. The analyst will also work with other regional and global stakeholders (e.g., Finance, Global Marketing, Sales Operations, etc.). The marketing performance analyst will be a critical role in shaping our operational strategy and helping to achieve financial and functional goals.

What we do:

The US Marketing team for BD Biosciences supports a portfolio of life sciences single-cell analysis solutions for use in/by flow cytometry and genomics labs. We sell our solutions into academic, hospital, reference lab, contract research organization, government, biotech/pharma and industry institutions. Our solutions portfolio consists of capital equipment (Cell Analyzers and Cell Sorters), Reagents (Dyes and Antibodies), Software, Service and Support.

Specific responsibilities within this role include, but are not limited to:

- Develop and maintain a marketing performance dashboard comprised of market intelligence and business intelligence metrics, with a commitment to continuous improvement;
- Develop and own measurement, insight mining, reporting, and attribution methodologies across marketing activities;
- Prepare a monthly impact assessment for presentation to the US marketing team and quarterly to the US regional leadership; analysis should also include recommendations for continuous

improvement;

- Maintain internal system of record for marketing budget and planning (i.e., Allocadia) with support from external vendor;
- Support metric collection from new lead generation partnership with 3rd party technologies (i.e., Halo Tech);
- Maintain funnel and product performance dashboards to assess funnel health (leads, source attribution, conversion), win/loss performance, gross margin analysis, channel performance, promotion performance and service coverage analysis;
- Support US market segmentation and market sizing activities to inform share performance, enhance competitive intelligence and support commercial forecasts; and
- Perform other ad-hoc analysis as needed (e.g., building business model for go-to-market initiatives, maintaining voucher redemption logs, etc.).

Required Skills

Skills & Experience:

- Should be data-driven and have a passion for continuous improvement;
- Should be a wiz in MS Excel and MS PowerPoint;
- Should have experience with marketing attribution;
- Should have a working knowledge of Salesforce.com;
- Hands-on experience with SAP, QlikView, Google AdWords and Marketo is preferred but not required;
- Desire to collaborate and build consensus in a matrixed, cross-functional team environment;
- Strong project management, prioritization and organizational skills;
- Excellent verbal and written communication, analytical, and problem-solving skills;
- Engaging interpersonal and team building skills, with a demonstrated ability to motivate and influence others; and
- Agile learner able to work with limited supervision.

Qualifications:

- Preferred bachelor's degree in business administration or related areas; computer science, information systems, or related fields;
- 2+ years of experience with Salesforce.com;
- 2+ years of demonstrated ability to work with all levels of management and experience working with cross functional groups; and

- Role is based in San Jose, California.

#LI-SMKT

Comments

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Kind: Full Time

Level: Professional

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