

Gospel Outreach

Job Description

Marketing Analyst

Reports to: Director of Marketing

Summary: The Marketing Analyst is responsible for analyzing responses to Gospel Outreach's digital media communications on social media, YouTube, etc. and helping to develop marketing strategies and appropriate content for the various platforms.

Duties and Responsibilities:

- Collect and interpret data
- Track and analyze the effectiveness of marketing campaigns, using metrics such as website traffic and customer engagement
- Prepare detailed reports and presentations to communicate findings and recommendations to management
- Collaborate with the marketing team
- Continuously monitor competitor activities to identify opportunities for growth and improvement in marketing strategies.

Essential Knowledge, Skills, and Abilities:

- A passion for the mission of Gospel Outreach
- A bachelor's degree in marketing, business, statistics, or a related field, or current equivalent work experience
- Strong analytical abilities and ability to identify patterns and trends
- Familiarity with data analysis tools and software.
- Excellent verbal and written communication skills to effectively present findings and collaborate with the team

Schedule: Flexible