

Marketing Data Analyst Tufts University

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Downloaded On: Sep. 5, 2025 6:00pm

Posted Sep. 3, 2025, set to expire Jan. 16, 2026

Job Title	Marketing Data Analyst
Department	University Communications and Marketing
Institution	Tufts University Medford, Massachusetts
Date Posted	Sep. 3, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Research/Technical/Laboratory Graphic Design/Marketing
Job Website	https://jobs.tufts.edu/jobs/22246?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

University Communications and Marketing (UCM) tells the Tufts University story through marketing and brand management, media relations, internal communications, and content across print and digital channels. The Marketing and Branding group reports up to the VP of Communications and Marketing and comprises Marketing Strategy, Marketing Operations, Creative Services, Project Management, and Data and Analysis and oversees the university's marketing strategy, brand messaging, visual identity, and directs marketing and lead-generation campaigns to support awareness, enrollment, and fundraising efforts.

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What You'll Do

Tufts University's Office of University Communications and Marketing (UCM) is seeking a motivated and detail-oriented Marketing Data Analyst. This is an entry level position. The candidate will be responsible for working on data analytics projects for the Marketing, Content, and Media Relations teams within UCM. Applicants should have an analytical mindset and prior knowledge of working with data and descriptive statistics.

Essential Functions:

- Collaborate with the University Communications and Marketing team to perform data analysis to generate actionable insights.
- Analyze and interpret website traffic and user behavior data using tools like Google Analytics to identify trends, patterns, and root causes in key performance indicator metrics.
- Build, maintain, and update data visualization dashboards using BI Tools to track and analyze website performance.
- Monitor dashboards to identify unexpected trends that may require further analyses.
- Prepare reports and presentations to communicate analytical findings to stakeholders.
- Develop scripts using programming languages for data cleaning and analysis.
- Participate in training and learning opportunities to enhance technical skills and knowledge.

What We're Looking For

Basic Requirements:

Knowledge and experience typically acquired by:

- Bachelor's degree in business, data analytics, information systems, economics or other related areas.
- 1 or more years of experience working on data analytics projects involving acquiring, cleaning, transforming, and analyzing data.
- Strong analytical skills with ability to break down problems and perform analysis on data from multiple data sources.
- Proficiency in Microsoft Excel and Microsoft PowerPoint.

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- Programming experience with analytical software languages/tools (STATA/SQL/Python).
- Proficiency in data visualization tools.
- Excellent written and oral communication skills.

Preferred Qualifications:

- Experience in Google Analytics, Looker Studio.
- Web Analytics experience
- Experience in Tableau

Pay Range

Minimum \$60,000.00, Midpoint \$75,000.00, Maximum \$90,100.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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