

Marketing Data Analyst Tufts University

Direct Link: https://www.AcademicKeys.com/r?job=261994
Downloaded On: Nov. 4, 2025 12:28pm
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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