

Business Analyst, Social & Tagging

Job ID
REQ-10054866
Jun 19, 2025
India

Summary

The Business Analyst for the Tagging and Social Media Management team will serve as a vital operational member dedicated to achieving excellence in campaign tagging and social media account management. This role requires ensuring that business processes and deliverables comply with established Service Level Agreements and on time delivery.

The ideal candidate will possess strong analytical skills and experience in managing Agencies on Record , ensuring they adheres to standard practices and guidelines, offering oversight and guidance as necessary while working collaboratively with cross-functional teams and departments

About the Role

Location – Hyderabad #LI Hybrid

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Key Responsibilities:

- Requirements Collection and Documentation - Gather and meticulously document all business and technical requirements to ensure alignment with project objectives and stakeholder needs.
- Ability to generate UTM Tracking codes for different types of marketing channels, to get detailed metrics about the visitors from tracking platforms like Google Analytics etc.
- Hands on experience of performing quality assurance checks for email proof copies related to SFMC/HQE, RTE email campaigns and troubleshoot issues.
- Ensure that all processes and deliverables adhere to established Service Level Agreements (SLAs), maintaining high standards of operational excellence.
- Utilize strong analytical capabilities to manage Agencies on Record (AoR) and Vendors on their requirements
- Demonstrate strong collaboration skills by working effectively with AoR partners and key stakeholders, fostering positive relationships and seamless communication.

- Employ effective negotiation techniques to resolve conflicts, secure favorable terms, and drive mutually beneficial outcomes with partners and stakeholders.
- Possess a deep understanding of marketing processes to effectively support campaign tagging and social media management initiatives.
- Exhibit proficiency in English (both written and verbal) to facilitate clear and effective communication across diverse teams and regions.
- Adapt to and efficiently work within both US and India operational environments, managing cross-cultural dynamics and remote collaboration.
- Identify opportunities for process enhancements and propose actionable improvements to increase efficiency and effectiveness within team.
- Leverage strong technical knowledge in the Martech space to support and optimize tools, platforms, and technologies used in social media management and campaign tagging.
- Apply extensive experience in social media management and operations to oversee and enhance social media strategies, ensuring successful execution and campaign performance.
- Build & maintain relationships with agency partners, collaborate with internal teams (e.g. Product, Brand teams) to enhance operational efficiency
- Provide support and training to cross-functional teams on campaign setup tools and processes

Essential Requirements:

- Candidate must have at least 5+ years' experience in managing marketing campaigns and social media account management, demonstrating strong technical and analytical skills and a track record of success working in a team-based environment
- Excellent analytical, problem-solving, negotiation and interpersonal skills.
- Proficiency in MS Office and tagging tools (e.g., Claravine).
- Proven ability to understand the marketing execution landscape with detail understanding of marketing deliverables
- Excellent cross-functional skills with the ability to work and lead a cross-functional team.
- Excellent presentation, interpersonal, verbal and written communication skills with aptitude in fostering long-term relationships
- Past work reflects a track record of operational excellence including operational metrics and accountability
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage
- Bachelor's degree in business administration or in Computer engineering or other related field
- Certifications: Social Media Management (Preferably Meta or on any social media channels) is a plus; Marketing Campaign tracking Certifications is a plus

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