



# Deloitte Consulting - Marketing Analyst

Management Consulting

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## Position Summary

Why work at one company when you could work with almost every company to solve the world's biggest problems? At Deloitte, you can work across industries, technologies, and sectors, with people from every corner of the world. So don't just work in tech, healthcare, finance, or retail. Work everywhere — right here at Deloitte.

Deloitte Consulting LLP is looking for candidates with a passion for marketing strategy, operations, and technology to join our Analyst program. Marketing Analysts advise clients on the current and future marketing landscape, technologies, processes, and approach to brand management. They work closely with client organizations to identify marketing objectives, analyze and design marketing strategies, and collect relevant requirements to drive implementation of marketing technology solutions. Each incoming Marketing Analyst is provided with a range of project opportunities to develop their skills and interests while also building a strong foundation as future leader at Deloitte.

## Work You'll Do

Marketing Analysts typically take on one of two roles:

**Marketing Strategy:** In this role, analysts contribute to ideation and tactical execution of marketing orchestration ladder back to the business objectives and goals. Marketing orchestration can include execution of email marketing, social media marketing, content marketing, omni-channel analytics, journey orchestration and measurement, marketing automation, etc. Typical responsibilities include conducting relevant in-market research and designing marketing approaches for different marketing channels.

**Marketing Technology:** In this role, the focus is on marketing operations and technology. Typical



marketing strategies. An understanding of marketing tools (e.g., Google Analytics, Google Marketing Platform, Facebook Ads Manager, Adobe Campaign Manager, Marketo) is key for success in this role.

## The Team

Our Deloitte Consulting team plays a major role in directly embedding marketing & technology insights into our clients' organizational goals. At Deloitte, our consultants create sharply focused solutions within an organization's operating model, accounting for its people, intellectual capital, technology, and processes. Engagement teams at Deloitte drive value for our clients but also understand the importance of developing resources and contributing to the communities in which we work. We make it our business to take issue to impact, both within and beyond a client setting.

## Required Qualifications

- Bachelor's Degree completed by May/June 2023 with focus in Marketing
- Strong academic track record (minimum GPA of 3.5)
- Must be legally authorized to work in the United States without the need for employer sponsorship, now or at any time in the future
- Ability to travel up to 50%

## How You'll Grow

Two of the most important tools in today's business world are experience and resources. At Deloitte, you'll find plenty of both. We believe in equipping our people with some of the best resources available and offering the experience, education, and opportunities you'll need at various stages of your career to be technologically fluent. As a new Analyst, you will attend a series of onboarding programs to develop foundational knowledge, build essential core consulting skills, and cultivate an in-depth understanding of Deloitte Consulting's methodologies. Before hitting the ground on your first project, these programs will also offer the opportunity to apply your new knowledge and skills in a simulated environment modeled after real-life client engagements. Beyond the formal training, you will be part of the national analyst community, which fosters opportunities to add additional dimensions to your experiences through internal initiatives, programs, and events such as skills-based service trips, local office learning events, and internal innovation challenges. Your work, clients, and colleagues will challenge you intellectually, enabling you to build both your experience and an exceptional professional network. [Explore Deloitte University, The Leadership Center.](#)

## Recruiting tips

From developing a stand out resume to putting your best foot forward in the interview, we want you to feel prepared and confident as you explore opportunities at Deloitte. [Check out recruiting tips from Deloitte recruiters.](#)

## Benefits



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## Our people and culture

Our diverse, equitable, and inclusive culture empowers our people to be who they are, contribute their unique perspectives, and make a difference individually and collectively. It enables us to leverage different ideas and perspectives, and bring more creativity and innovation to help solve our client most complex challenges. This makes Deloitte one of the most rewarding places to work. [Learn more about our inclusive culture.](#)

## Professional development

From entry-level employees to senior leaders, we believe there's always room to learn. We offer opportunities to build new skills, take on leadership opportunities and connect and grow through mentorship. From on-the-job learning experiences to formal development programs, our professionals have a variety of opportunities to continue to grow throughout their career.

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All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or protected veteran status, or any other legally protected basis, in accordance with applicable law.

Deloitte will consider for employment all qualified applicants, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws. [See notices of various ban-the-box laws where available.](#)

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