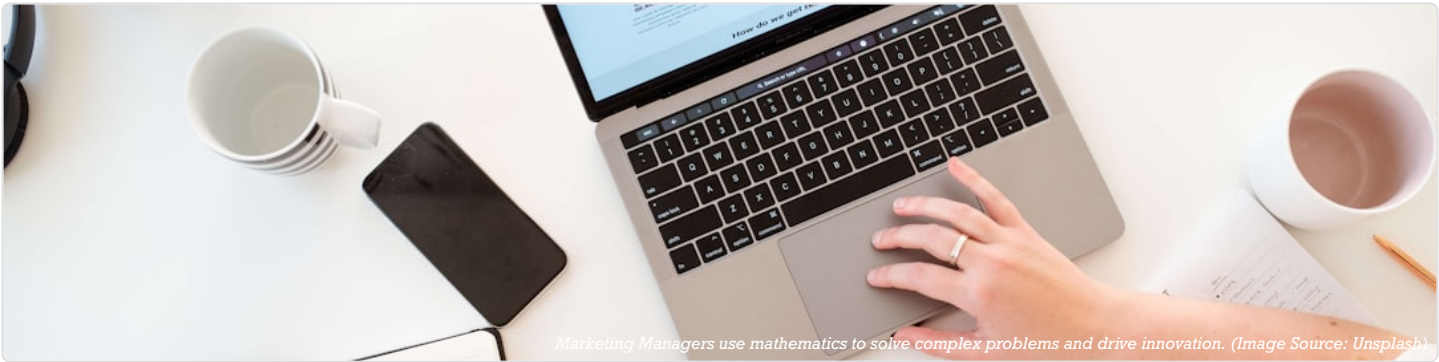


CAREERS THROUGH MATHS: MARKETING MANAGER



JOB OVERVIEW

Marketing Managers develop and execute strategic campaigns to promote products or services. They work across diverse sectors, from fast-moving consumer goods (FMCG) to technology and financial services, typically within corporate marketing departments or agencies. Their core responsibility is to maximise return on investment (ROI) by allocating budgets efficiently, analysing market data, and optimising campaign performance using quantitative methods. The role is fundamentally data-driven, requiring the interpretation of complex datasets to understand customer behaviour, forecast sales trends, and measure the effectiveness of marketing channels. Mathematics provides the framework for making objective, evidence-based decisions that drive business growth and competitive advantage.

KEY MATHS APPLICATIONS

Primary Areas:

ESSENTIAL SKILLS & TOOLS

SKILL	APPLICATION
Google Analytics	Tracking website traffic, user behaviour, and conversion funnels to calculate key performance indicators (KPIs).
Excel/Google Sheets	Performing pivot table analysis, building financial models for budgeting, and calculating complex ROI figures.
Customer Relationship Management (CRM)	Analysing customer data segments to calculate LTV and identify the most profitable customer profiles.
A/B Testing Platforms	Designing experiments and using statistical significance testing to determine the winning variant of a marketing asset.

TYPICAL PATHWAY

A bachelor's degree in Marketing, Business, or a related field with a quantitative focus is typically essential. Many professionals enhance their qualifications with a Chartered Institute of Marketing (CIM) diploma or a master's degree. Career progression often begins with roles such as Marketing Executive or Digital Marketing Assistant, advancing to Marketing Manager after 3-5 years, and potentially to Head of Marketing or Marketing Director.

INDUSTRY DEMAND

Demand for data-literate Marketing Managers is consistently strong across the UK, particularly in London, Manchester, and Leeds. The digital transformation of business has increased the need for professionals who can interpret data. According to Adzuna, marketing manager roles are frequently listed, with growth driven by e-commerce and digital advertising, making it a resilient career choice.

REAL-WORLD IMPACT

Marketing Managers drive business growth by efficiently connecting products with customers who need them, fuelling economic activity. They use data to reduce wasteful advertising spend, ensuring resources are allocated to campaigns that genuinely resonate, which can lead to more competitive pricing and better products for consumers.

QUICK FACTS

- **Career:** Professional role requiring analytical skills
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MATHEMATICAL EXAMPLES

Percentage Calculations: Tax, growth rates, and performance metrics