

Head of Marketing Operations & Analytics

Deadline:

We are seeking a seasoned, strategic, and results-oriented leader to serve as the Head of Marketing Operations & Analytics. This senior and pivotal role sits within our central marketing organization and reports to the European Marketing Director of Paychex Europe. You will be responsible for building our marketing measurement and attribution capabilities from the ground up and oversee the marketing technology stack and operational processes that drive the efficiency and effectiveness of marketing initiatives. The primary focus is enabling scalable, data-driven marketing strategies that optimize performance and drive revenue growth.

As this role involves close collaboration with your team as well as the central and regional marketing teams, and internal stake holders in all regions, some travel will be required.

Contact person:
Birgit Müller

Contact email:
Jette Lundquist

Job area:
Marketing

Position type:
Full time

Location of job:
Denmark, Germany

Performance Tracking, Attribution and Reporting

- Build our marketing attribution strategy by evaluating and applying various attribution models.
- Reimagining our tracking framework to ensure accurate data capture across all marketing touchpoints.
- Develop and maintain a KPI and ROI reporting cadence for overall marketing as well as all different marketing functions. Build and maintain integrated dashboards and reporting systems that provide actionable insights into marketing performance and sales alignment.
- Work closely with regional marketing teams to align centralized strategies with local market needs and nuances.

Marketing Technology Management

- Lead the marketing technology stack and systems landscape, including facilitating the evaluation, selection and implementation of new tools, as well as maintenance of systems, and platforms.
- Partner with IT to ensure seamless integration of tools, ensuring data flows smoothly and securely across systems.
- Drive the adoption of new technologies and methodologies that enhance marketing efficiency and effectiveness.

Data Management, Automation, Privacy and Compliance

- Establish a robust marketing data model, defining clear data integration points and end-to-end lead management processes.
- Ensure data quality and governance across CRM and marketing databases, adhering to legal compliance and data privacy regulations.
- Oversee data collection, integration, and analysis from diverse sources, ensuring high data quality and consistency across platforms.
- Lead marketing automation strategy, ensuring our campaigns and programs operate at efficiently.
- Collaborate with the Website Content and UX Lead to ensure CMS tools and content align with marketing goals and optimize user experiences.

Budget Management & ROI Optimization

- Support overseeing the marketing budget, tracking expenditures, and identifying opportunities for cost optimization.
- Assess and refine budgeting strategies to ensure efficient resource allocation and enhanced marketing performance.

Team Leadership:

- Manage, mentor, and develop a high-performing team of marketing operations, automation and analytics professionals.
- Foster collaboration across central, field, and product marketing teams to align goals and

ensure seamless execution.

- Cultivate a culture of innovation, collaboration, and data-driven decision making within the team.
- Represent central marketing in governance boards and Data Advisory Board (DAB) meetings.

REQUIREMENTS:

- Proven track record in marketing operations and analytics within an international B2B, tech, or SaaS environment, with at least 8–10 years of progressive experience, including leadership roles.
- Successful history working with executive leadership, with emphasis on planning, strategy and budget management.
- Demonstrated expertise in building and managing KPI frameworks and developing marketing attribution models from scratch.
- Advanced knowledge and strong understanding of marketing technology platforms, CRM systems, and data integration processes.
- Outstanding project management and organizational skills, with a track record of delivering impactful projects on time and within budget.
- Excellent communication and presentation skills, capable of translating complex data insights into clear, actionable strategies for both technical and non-technical stakeholders.
- Data-driven and analytical mindset with the ability to translate data into actionable insights and optimize marketing strategy.
- Inspirational leadership and team management abilities, with a track record of mentoring and driving high performance in a collaborative environment.
- Fluent in English with exceptional verbal and written communication skills; proficiency in Danish or German is considered an asset.

About Paychex Europe

Attracting, retaining, and developing talent, and paying the correct salary on time are growing challenges for companies worldwide. Join us at Paychex Europe, where innovation meets opportunity, and be part of a dynamic team that values growth and excellence. Paychex Europe is a provider of market-leading innovative and intuitive HR, Payroll, and Workforce Management Solutions, with more than 50 years of experience supporting the entire employee lifecycle and about 500 employees.

At Paychex Europe, we prioritize a healthy, balanced, and inclusive work environment where employees are valued and respected. You will join a growing software company with good values and a motivating culture. We encourage a social culture and believe that it makes taking on challenges together a lot more fun. To sum it up: Plenty of learning, and exciting challenges in a great work environment.

Interested?

If you're inspired by our mission to unify, lead, and grow Paychex Europe, and you're ready to make an impact, apply today to be a vital part of our journey. We will review applications on a rolling basis and hire as soon as we find the perfect fit. If you have questions, please contact Jette Lunquist, Marketing Consultant, at jlundquist@ext.lessor.dk.