Downloaded from <https://www.velvetjobs.com/job-descriptions/data-manager>

# Example of Data Manager Job Description

Our company is growing rapidly and is looking for a data manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for data manager

* Own and drive requirements across suite of digital ad effectiveness products
* Assess available 1st, 2nd and 3rd party data sources and identify strategies to grow the News Corp data pool
* Drive data evaluation and partner selection to ensure clear differentiators that allow News Corp to maintain a market leading publisher approach to audience targeting
* Liaise with internal teams (including sales) as the data subject matter expert to ensure products are meeting customer needs
* Develop creative new insights and marketing strategies for the data business that are applicable across business lines
* Contribute to business development and client pitches by helping to develop case studies and other collateral
* Work with cross functional teams to execute best practices for new products that will ultimately help grow the business
* Grow and develop the Data team while improving quality assurance, data management efficiency and process management
* Enhance efficient and reliable data management processes
* Obsessively take ownership for data quality at all stages, from raw data acquisition to end-user reporting

## Qualifications for data manager

* Master in scripting languages
* Proficient programming skills in statistical software packages (SAS, R, Stata, SPSS)
* Ability to compute and disseminate descriptive (frequency, crosstab, means, variances, correlation matrices, ) and basic inferential statistics (chi-square tests, linear regression)
* Executes strategy, manages scope, prioritization, data quality & objectives for customer master data
* Is responsible and accountable for the quality of Customer Master Data in the new system
* Excellent knowledge of social media platforms