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# Example of Digital Acquisition Job Description

Our company is growing rapidly and is looking to fill the role of digital acquisition. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital acquisition

* In line with TA Ops
* Monitor headcount execution plan and own headcount forecasting ensuring billing and ops
* Support Capability based assessments and drive full functionality adoption for tools and systems, improving efficiencies through TA Ops
* Develop & deploy MKTG CRM capabilities globally working closely with IT and internal stakeholders to build and develop the technology infra-structure, analytics platform and other appropriate tools
* Drive both campaign strategy and marketing analytics
* Leverage insights from clickstream data to drive websites site optimization and decision making across the global organization
* Identify business problems, formulate hypotheses, develop analytic plans, conduct the analysis, synthesize conclusions into actionable solutions, and help implement recommendations
* Bridge between business teams and technical teams
* Focus on multiple websites and support all facets of the decision making platform (clickstream analysis, outcomes analysis, search analysis, multivariate testing analysis)
* Work closely with internal and external development teams to identify gaps in the data capture strategy and collaboratively implement enhancements

## Qualifications for digital acquisition

* Knowledge of workflow (BPM), Books & Records, and similar systems
* Familiarity of Agile development a plus
* Strong understanding of marketing data, building reports, and summarizing insights in a meaningful way for the goals of the business
* Direct product experience with analytics applications for ecommerce (e.g., Omniture)
* Excellent presentation and writing skills are a must
* Experience supporting/coordinating/analyzing digital performance marketing channels a plus