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# Example of Digital Marketing Analyst Job Description

Our growing company is looking for a digital marketing analyst. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for digital marketing analyst

* Execute and maintain various promotional web, email and multi-channel initiatives based on Digital Marketing strategy
* Assist with maintaining analytics tags and pixel implementation utilizing a Tag Management Solution
* Audit and test analytics tag implementation to ensure proper tagging of all web properties
* Drive integration of email and website analytics customer segments based on click behavior
* Provide analysis of graphic assets on all sites, including but not limit to, split testing and path analysis
* Evaluate merchandise performance on sites and monitors search activity (both paid search and natural)
* BS/BA degree in mathematics/statistics, computer science, economics, or a quantitative field
* 3 years working as a website analyst or direct marketer (Ecommerce preferred)
* Strategically implement web analytic tags to enable tracking of online properties
* Work with Analysts on backlinking efforts for property pages

## Qualifications for digital marketing analyst

* 3+ years in an analytical role (Agency and/or B2B experience strongly preferred)
* Bachelor's degree in Marketing, Statistics, Business, or other quantitative discipline (required)
* Proven experience with digital analytics & attribution tools like Google Analytics, Omniture, Optimizely, (required)
* Ability to communicate clearly and effectively with managers and team members
* Management of online marketing channels (PPC, SEO, Display, Email, Affiliates) or deep understanding of these marketing channels
* Advanced skills with website analytics tools (Google Analytics, Google Tag Manager, Adobe SiteCatalyst)