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# Example of Director, Digital Analytics Job Description

Our innovative and growing company is looking for a director, digital analytics. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for director, digital analytics

* Co-ordinate Adobe Analytics code and website tagging deployment
* Create, own, maintain and track Agile User Stories tied to Analytics' development
* Organize, prepare and maintain business and operational documentation
* Co-ordinate with engineering teams to structure features and user stories in line with Agile best practices
* Collaborate with Release Managers across different applications to track deployments
* Work with our offshore reporting team to improve the sophistication and granularity of our reporting
* Operational lead on development acceptance testing and quality control activities
* Troubleshoots data issues and ensures integrity of the database logic and transformations monitor for performance/accuracy
* Develop new solutions or processes to improve reporting efficiencies or to automate the correction of identified data discrepancies
* Define, recommend, author, and implement technical standards, metrics, and best practices

## Qualifications for director, digital analytics

* 2+ years using web analytics
* Must have complete understanding of the technical (tagging) impact on the research results and be able to communicate and work with the IT group and its clients on the proper implementation to achieve results
* Degree in Data Science, Statistics, Applied Math or Computer Science with concentration in data analytics tools
* Bachelor's degree (a master’s or higher is preferred) in the social or behavioral sciences, marketing, and/or communications
* Excellent writing and public speaking/presentation skills
* Strong statistical background and experience in regression, discrete choice and advance statistical techniques is required