Downloaded from <https://www.velvetjobs.com/job-descriptions/senior-digital-analyst>

# Example of Senior Digital Analyst Job Description

Our innovative and growing company is looking for a senior digital analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior digital analyst

* Articulate complex ideas and be able to transform complexity into simplicity for different audiences
* Be able to get to the heart of a problem and decouple the solution from the intrinsic business need
* Consult with the product, marketing & development teams to identify, specify and oversee the implementation of web data capture solutions needed to analyse business performance and answer key questions
* Manage marketing classifications used across all reporting and be a point of contact for all marketing classification related queries
* Collaborate with manager to prioritize strategy for a new and growing channel
* Identify and evaluate new opportunities to drive incremental card member acquisitions through enhancements to existing assets and delivery of marketing assets
* Manage marketing activities covering multi-channel digital acquisition campaign set-up and creative execution
* Provide ongoing reporting to leadership
* Own the Project management of strategic campaigns for Refer A Business to effectively align campaign timelines and coordinate changes to creative assets for flawless execution
* Work with external partners and vendors on ad-hoc projects including creative development, direct marketing deployment, and analytics

## Qualifications for senior digital analyst

* Knowledge of entertainment industry By-Title revenue process preferred (VOD / PPV/EST business desired)
* Large accounting system experience preferred
* Ability to organize large amount of data efficiently and accurately
* Ability to produce high-quality deliverables in a fast-paced environment required
* Must have exceptional written and verbal skills
* Communicate effectively and tactfully with personnel at all levels via in-person, on phone, email