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# Example of Senior Digital Analyst Job Description

Our growing company is searching for experienced candidates for the position of senior digital analyst. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior digital analyst

* Actively review and interpret financial/business results and provide insightful analysis to explain trends within month end reporting, budgets and forecasts and identify risks and opportunities
* Proactively and continuously develop value-added and efficient processes and tools to ensure financials are in sync with business performance, or that differences are well understood across stakeholders
* Drive the accounting and reporting processes of the Retail Digital business including the management of costs
* Support ad hoc business plan and contribute actively to the Digital PMO
* Analyze digital member product traffic and customer behavior
* Be the functional leader and team member for applications and technology projects
* Evaluate Enterprise Software capabilities and lead the effort to identify, prioritize and implement functionality that will improve the efficiency of business processes
* The Enterprise Business Analyst may participate on project teams of varied scope and scale as needed and prioritized
* Systems migrations from one applications platform to another
* Major/minor applications and/or technology upgrades

## Qualifications for senior digital analyst

* Must have the ability to translate data into insights and present meaningful, actionable information to senior management
* SEM/PPC and SEO experience a plus
* Proven capability of interfacing with clients, managing their demands and expectations and challenging appropriately to truly understand the business need and requirements
* Significant experience in creating requirements specifications, process models and business rules
* Ability to manage teams of 2-5 business analysts and mentor junior team members
* Experience of software testing processes including the creation and execution of test scripts and the successful delivery of UAT