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# Example of Web Analytics Manager Job Description

Our growing company is searching for experienced candidates for the position of web analytics manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for web analytics manager

* Train and support web analytics specialists to enable them to answer the analytics needs of the business
* Manage expansion of analytics toolset and integration between existing and new tools with the aim to bring the analytics team to the next maturity level (Alteryx, Qualtrics, Adobe, Tableau, Clicktale)
* Manage the relationship with analytics vendors to ensure the needs of the analytics team are considered in the tool roadmaps
* Support EU Analytics Director in expanding measurement framework and drive EU projects in the fields of analytics implementation, database integration, marketing attribution, tag management, qualitative data
* Implement and maintain Analytics for Target (A4T)
* Maintain a mapping of customer journey, ensure customer journey is fully tracked in analytics tools, and collaborate with other groups to improve the customer journey
* Implements tags vis Google Tag Manager and configure CRO tools
* Good working knowledge of Digital Space and tools for Web Operations and Analytics (for ex
* Train and support business users local analytics resources to empower them to make data-driven decisions
* Lead the development and organization of digital analytics reporting and dashboards, delivering

## Qualifications for web analytics manager

* Experience with Tableau software would be a plus
* 2-7 years of online advertising experience desired excellent understanding of offline and online advertising performance metrics
* Experience with Google’s advertising platforms esp
* Well-versed with digital media concepts/technicalities website, tagging, user, traffic, conversion funnel, digital campaign data, A/B testing, building segmentations
* Willingness and ability to take on diverse ad-hoc reporting and analysis requests involving multiple factors
* Manage and lead a small team of campaign and conversion optimization specialists