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# Example of Web Analytics Manager Job Description

Our growing company is looking to fill the role of web analytics manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for web analytics manager

* Partners with business stakeholders to track, prioritize, and manage analytics implementation initiatives across teams
* Design and implement analytics strategy to meet internal BI requirements and insights that impact customers
* Lead the measurement and optimization activities for your stakeholders utilizing best practices from the full range of the analytical techniques, data visualization, forecasting and predictive analytics
* Verify and maintain integrity of data sources used to record lower funnel metrics in Adobe Analytics
* Configure and use website analytics and testing platforms to measure performance of experiments
* Collaborate with members of the ecommerce team merchandising, creative, and marketing teams to provide analytic support to measure performance of efforts
* Set priorities and expectations for yourself your team
* Must be self-motivated with the ability to complete projects independe ntly coordinating with teams
* Manage the quarterly prioritization process for key development items with Leadership, and participate in ongoing meetings to ensure resources are allocated to maximize value to the business
* Define and maintain daily, weekly and monthly reporting packages and dashboards to enable the E-commerce team to continuously measure and optimize business performance in all key functional areas, including

## Qualifications for web analytics manager

* Must have 5+ years of experience with Adobe Omniture Site Catalyst and/or similar enterprise web analytics tools
* 5+ years’ experience in performance marketing, campaign optimization and/or web analytics
* 2+ years’ experience managing, training and mentoring direct reports
* Bachelor’s degree in Business, Marketing, Economics, Finance, Statistics or Economics
* Deep experience with Google Analytics (GAIQ certified preferred), including implementations
* Experience with web analytics, A/B & MVT strategy and implementation requirements