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# Example of Web Analytics Manager Job Description

Our company is looking to fill the role of web analytics manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for web analytics manager

* Partnering with the development team on implementation of tagging and testing to support analytics needs across the organization
* Driving the organization's usage of web analytics to help optimize the overall digital customer experience
* Acquiring and applying knowledge of new analytics technologies and methods to implement eBusiness strategy and initiatives
* Providing thought leadership around best practices and new/emerging concepts in the area of Analytics Platforms
* Distill complex data into simple communication that drives actionable insights
* Own and manage daily, weekly and monthly Web bookings, customer, and partner reports
* Conduct in-depth analysis to identify key performance drivers and formulate tests and recommendations to improve results
* Forecast gross new monthly recurring revenue and churn from web and mobile channels
* Analyze impact of tests, promotions, or other proposed changes to product mix or funnel
* Direct the design, implementation and maintenance of internal dashboards, developing automated solutions and clear processes as necessary

## Qualifications for web analytics manager

* Strong understanding of industry trends in digital analytics and optimization
* Advanced business modeling abilities using Microsoft Excel
* Should be a motivated self-starter, process-oriented with high attention to detail and strong project management skills
* Experience in program measurement and test design
* Experienced in applying statistical principles to business scenarios
* Bachelor’s degree in a quantitative, business, marketing or consumer research discipline (Statistics, Data Mining, Economics, Marketing, Marketing Research, etc)