Downloaded from <https://www.velvetjobs.com/job-descriptions/web-manager>

# Example of Web Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of web manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for web manager

* Assist with optimization testing of site content and features to continually improve the website user experience
* Assist product owner of web experience, manage backlog, write user stories, and follow up on project status
* Support the design of individual analytics reports
* Tracks, manages and reports on key metrics as it relates to the campaign
* Primary role is to lead and motivate their team to reach and exceed all operational and sales goals customer's expectations
* Supervise and coordinate activities of workers engaged in customer service activities
* Ensures proper advisor performance in offering and selling products and services to clients
* The Manager must be the voice of the customer, by translating what is obvious to the front line upward to management in an actionable way
* Works with Workforce Management to manage break and lunch schedules to meet agent needs without impacting customer service
* Observes and evaluates workers' performance providing feedback and coaching

## Qualifications for web manager

* Must have 3+ years of Product Development experience for a consumer facing website (preferably ecommerce) with a proven track record of successfully launching new product features
* 10 or more years of experience in an IT support organization supporting end user computing technology business applications, leadership of a large team and management of a budget
* In-depth expertise with enterprise web analytics suites, including Adobe Analytics (SiteCatalyst/Omniture), WebTrends, Coremetrics, or Google Analytics
* Strong information architecture and technologyskills and experience implementing analytics on a new site
* A data wiz, capable of wrangling data of all qualities, formats and sizes in order to find valuable business insights
* Minimum 5 years’ experience in web analytics in an E-commerce environment