Example of Digital Acquisition Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is looking to fill the role of digital acquisition. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for digital acquisition

- In line with TA Ops
- Monitor headcount execution plan and own headcount forecasting ensuring billing and ops
- Support Capability based assessments and drive full functionality adoption for tools and systems, improving efficiencies through TA Ops
- Develop & deploy MKTG CRM capabilities globally working closely with IT and internal stakeholders to build and develop the technology infra-structure, analytics platform and other appropriate tools
- Drive both campaign strategy and marketing analytics
- Leverage insights from clickstream data to drive websites site optimization and decision making across the global organization
- Identify business problems, formulate hypotheses, develop analytic plans, conduct the analysis, synthesize conclusions into actionable solutions, and help implement recommendations
- Bridge between business teams and technical teams
- Focus on multiple websites and support all facets of the decision making platform (clickstream analysis, outcomes analysis, search analysis, multivariate testing analysis)
- Work closely with internal and external development teams to identify gaps in the data capture strategy and collaboratively implement enhancements

Qualifications for digital acquisition

- Strong understanding of marketing data, building reports, and summarizing insights in a meaningful way for the goals of the business
- Direct product experience with analytics applications for ecommerce (e.g., Omniture)
- Excellent presentation and writing skills are a must
- Experience supporting/coordinating/analyzing digital performance marketing channels a plus