



Example of Digital Analytics Job Description

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

Responsibilities for digital analytics

- Compile a daily digest on key developments in the YouTube and MCN space, based on online industry newsletters, articles, publications
- Mine relevant data and analytics from Tubular platform to support ongoing YouTube projects
- Social Buzz Monitoring – The collection and analysis of social conversation around film content & activity (most notably a trailer)
- Create analyses to transform data into valuable and actionable research information and insights
- Develop methods to collect and analyze data available to the organization to make better decisions and to help with sales support materials and positioning pieces
- Manages a staff of analysts/senior analysts
- Serve as the internal owner and expert for all web analytics related questions, and educate cross-functional teams on data availability and opportunities
- Provide guidance and provide best practices to global counterparts
- Manage the day to day relationship with web analytics vendor
- Hands-on, advanced skills with Omniture

Qualifications for digital analytics

- Support the continued enhancement and evolution of our analytics capabilities to a best-in-class level
- Strong strategic thinker and ability to formulate business strategy

- Three to five years of experience in roles in online ecommerce or online marketing
- All experience may be earned concurrently
- Work with stakeholders to establish key performance indicators, benchmarks and targets across various projects