



Example of Digital Analytics Job Description

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Our innovative and growing company is hiring for a digital analytics. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital analytics

- Develop theories and test hypothesis about business assumptions such as segment behavior, SEO, and expected funnel performance
- Effectively manage time and resources to execute ad-hoc and project work
- Ensure data accuracy from all sources via QA process
- Develop and present analysis and insights as needed to key stakeholders and senior management in forums and in monthly business review meetings
- Mine data to arrive at specific and crucial insights for the team and business partners
- Identify and implement process, data, and reporting improvements
- Manage the analysis of site performance including traffic patterns, navigation and conversion paths, marketing campaigns and site enhancements and proactively seek and define opportunities to improve conversion, revenue and user experience
- Define, run and analyze AB/Multivariate tests
- Build strong data-driven working relationships across key departments to obtain access to different data sets and to share insights
- Guide implementation and validation of new tagging requirements and fixes

Qualifications for digital analytics

- A minimum of one (1) year of experience developing queries and working with data sets in SQL and/or Access

- Experience with SEO implementation or best practices, and/or paid marketing is a bonus
- Experience with managing staff and/or vendors is also a plus
- Ability to influence senior level executives, internal and external to the company
- Familiarity with viewing reporting calls using proxy tools like Charles Proxy or Firebug