



Example of Digital Analytics Job Description

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Our company is growing rapidly and is looking to fill the role 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

- Manage the Adobe Analytics environment and relationship
- Integrate data from multiple systems to analyse campaigns and purchase behavior – email data integration with clickstream data, BI data + clickstream data, Acxiom + internal data integration
- Lead client engagements focused on Op model development, business case development and other important analytics activities such as pricing analytics, customer analytics, performance management
- Experience with Adobe Marketing Cloud or Marketing Cloud
- Working knowledge of machine learning techniques, distributive computing tools (Spark, Hive, etc) and Hadoop
- Experience with Adobe Workbench, Adobe Test/Target, Adobe Audience Manager and any tools for competitive intelligence reports
- Lead all Digital Analytics and measurement projects
- Working across all Divisions at Senior Level to champion, influence and exploit the agenda for Digital Analytics
- Maximise the design, implementation and execution of custom algorithmic data mining methods
- Collaborate with Marketing to develop complex digital funnels and bring analytical / data solutions to marketing optimisation, digital personalisation and UX testing

Qualifications for digital analytics

- 4+ years related experience in digital ecommerce
- Experience with A/B testing and digital marketing
- Proven history of providing deep level analysis in an understandable manner
- Be responsible all aspects of analytics for a project (setting analytics requirements, gathering client requirements, working with sales people, setting up reporting template and schedule)
- Experience with other reporting tools (Heatmaps, Video reporting (Brightcove, Wistia), Social media reporting) - preferable