



# Example of Digital Analytics Job Description

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Our growing company is looking 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

- Act as a business partner to capture requirements and provide consultancy to the Senior Marketing team
- Lead and develop the Digital Analytics team
- Provide regular digital media reporting and analysis relating to performance and variance to monthly/quarterly targets, trending performance and year over year comparisons
- Manage multiple stakeholders, both within digital marketing and across the wider organization, providing quick turnaround on multiple requests
- Build highly detailed, metrics-driven models to predict performance of media, set forecasts/targets/budgets and provide sensitivity/scenario analyses
- Develop and maintain classification through SAINT application of SiteCatalyst for the non classified content
- Implement on-site analytics changes through Adobe DTM
- A curious, and analytical mindset – the ability to work with large and varied data sets, interpreting and identifying trends
- Ability to work cross functionally and to deliver through our offshore teams
- Direct the analysis of current digital marketing performance to assess what is working and what isn't, and recommend actions to maximize investment of \$50MM+ annual digital marketing budget

## Qualifications for digital analytics

- At least 3+ years experience with BI tools and visualization products - Tableau, Domo
- Advanced knowledge of Microsoft Excel - VBA/Macros
- The candidate will be able to lead the web analytics tag implementation and testing during the development of online media, marketing landing pages, websites, conversion funnels and mobile applications
- Experience with tag management solutions (Tealium, Ensignten, Google Tag Manager)
- At least 5 years of website analytics experience