



Example of Digital Business Analyst Job Description

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Our company is growing rapidly and is looking to fill the role of digital business analyst. 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 business analyst

- Assist in ROI for social media, Omni-Channel retail and mobile – helping define the total reach of digital
- Act as the product owner within one Agile Scrum team, if necessary
- Take a leading role in the requirements gathering, analysis and documenting of delivery processes for website, mobile, managed email and other digital marketing technologies
- Engage with development teams during iterations to provide clarity, answer questions, and resolve issues
- Collaborate with developers, product managers, research directors, and subject matter experts to establish the technical vision and analyze tradeoffs between usability, performance, and product needs
- Critically evaluate information gathered from multiple sources, reconcile conflicts, break down high-level information into details
- Provide inputs to testing plans for product and user acceptance test phases
- Facilitate user acceptance, evaluate consumer pathways, and recommend product improvements
- Coordinate user training and documentation
- Partner with research teams to present continuous feedback

Qualifications for digital business analyst

- Worked in small, high-performing teams of business analysts

- Strong process modeling and design skills
- A high degree of empathy with customers and their experience of interacting with financial organizations
- Build expertise in Data Analytics Platform Google Analytics to support Digital Business
- Create Advanced Segmentations within Google Analytics to effectively build insight into different customer segments