Our innovative and growing company is looking for a director, analytics. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for director, analytics

- Provide strategic direction to a technology team of employees, contractors
- Analyze marketing campaign attribution and the impact of site marketing initiatives on both online and offline customer behavior
- Provide analytics support to cross-functional and global partners for all web analytics related requests
- Define business requirements for analytics tagging on the site
- Monitor industry best practices for web analytics and provide recommendations for new analytics platforms
- Manage relationship with web analytics vendor and consultants, negotiate contracts and manage web analytics budget
- Experience analyzing web or marketing metrics
- Keep a transparent and continuous relationship with the different BU and stakeholders in the organization by communicating periodically, spread learnings and norms, promote training, identify gaps and opportunities in the IMC research space, and understand capability gaps in the teams
- Acquire media data from the Connections Team in order to manage the analysis of data periods (weekly, monthly, quarterly, annually) and ensure analyses are conducted regularly (as determined)
- Provide country level comparative analyses for local market to inform the Media Insights team with detailed information presented in a highly visual way, focused in the Top 32 countries

Qualifications for director, analytics

science

- BA in math, statistics, information systems, economics, or related field OR equivalent combination of education, training, and experience
- 6+ years experience in data analytics or related field
- 3+ years recent or relevant management experience
- Unwavering belief in the power of teams
- Experience with business intelligence tools like Tableau, Cognos, Business Objects, Microstrategy