



Example of Director, Analytics Job Description

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Our growing company is looking for a director, 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 director, analytics

- Manages and executes workload prioritization across analytics, leveraging other teams within BI&A and across BMS to successfully achieve business objectives
- Understands, demonstrates, and drives adherence to all BMS operating policies
- Manage, direct, and mentor junior staff
- Leverage innovative, sophisticated analytic models that address critical issues but also meet key business criteria
- Build and own the framework for NBC News & MSNBC Digital advanced analytics
- Translate complex analytical findings into useful narratives for editorial, product, and other key business stakeholders
- Analyze content performance and social media activity to determine key performance factors
- Identify and manage automated dashboards and reporting solutions
- Manage ongoing delivery of weekly/monthly campaign reporting dashboards
- Develop project requirements, analytic plans, SOWs, project timelines, and other related materials for the management of ad hoc deliverables

Qualifications for director, analytics

- Advanced Excel a must with knowledge of data visualization tools such as R,

- Demonstrated proficiency of multiple reporting techniques, including Tableau, Access, and Excel
- Excellent communication skills, used to present findings and translate data in to an understandable document or presentation
- Quantitative, statistical orientation and analytic experience
- Strong business acumen and analytic curiosity
- Profound sense of data visualization and storytelling