



Example of Director, Digital Analytics Job Description

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Our company is looking for a director, digital analytics. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for director, digital analytics

- Expertise in estimating impact of social and digital experience on sales and brand
- Familiarity with next-gen tools and technologies to learn of what customers' feeling, taste and preference that can influence point of purchase strategy, product development and placement, brand positioning and many more
- Work with Digital Products team (DP) to ensure smooth tracking implementation and ultimately accurate reporting
- Communication and collaboration with a wide range of internal and external team members
- Defines the key business questions to be answered and KPIs to be measured for digital marketing channels
- Lead projects from kickoff (clarifying the problem, defining the goal, sponsor alignment, project planning and execution) through benefit realization
- Ensure projects deliver on the goal of high quality decision support (analytics, tools, reports) which provide consistent and timely information to inform key business questions
- Understand and ensure the customer perspective is front-and-center in the development of data analytics tools and processes
- Influence Ford's entire digital ecosystem
- Lead and develop multiple teams of digital analysts (50+ employees)

Qualifications for director, digital analytics

required as is a demonstrated comfort with a variety of campaign performance metrics

- Proven ability to generate hypotheses on use of data in campaigns and the ability to help design tests to validate hypotheses familiarity with third party data sources such Claritas, Acxiom, Abacus, TARGUSinfo, eXelate Media, BlueKai, or other geo-demographic data is a plus
- Bachelor's degree in Business, Finance, Economics, Statistics, Mathematics, Marketing, or equivalent experience
- Subject matter expertise in web analytics, media measurement, and database analytics
- Bachelor's degree required MBA or similar advanced degree desired
- Media and entertainment required, broadcast or cable preferred