Our company is growing rapidly and is looking for a director, 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 director, digital analytics

- Foster a collaborative environment with partners (internally and externally)
- Develop holistic, cross-channel measurement plans and analyses that bring insights and actions
- Hire, onboard and develop top talent
- Provide tools for markets to use for 'big data' insights (I
- Provide digital analytics guidance for a large pharma account
- Accessing and analyzing digital marketing data from a variety of analytic tools (Database, Email, Website,) in order to create these customized reports and dashboards
- The Director of Digital Analytics will work with an analyst to help compile and pull the data necessary
- Identifying potential data quality issues
- Ensuring that analytics efforts lead to clear, compelling and actionable insights
- Leads and manages a comprehensive web and advanced consumer analytics teamthat improves conversion on .com across the sites and actively reports and improves respective KPI's across .com

Qualifications for director, digital analytics

- Must have complete understanding of the technical (tagging) impact on the research

- Expert level knowledge analyzing and interpreting data from standard web platforms such as Adobe Analytics, WebTrends, Coremetrics, Hitbox and client databases
- Hybrid experience which includes expertise within digital analytics, but also a track record of taking insights across channels and into relationship marketing/CRM programs and experience planning
- 3-5 years of experience consulting or analysis experience in the data- and analysis-driven marketing space (database marketing, CRM, digital, interactive marketing)
- BS or BA required in Computer Science, Mathematics, Statistics, Economics, or other related fields with emphasis in quantitative methods MS, MBA or MA with strong quantitative focus preferred