



Example of Director, Digital Analytics Job Description

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Our growing company is looking for a director, digital analytics. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for director, digital analytics

- Develop dashboards and regular reports and analysis of key metrics related to various digital efforts (e.g., website optimizations, email, SEO, paid search, social media)
- Identify necessary data sources
- Partner with business stakeholders to develop site testing and optimization plans
- Work closely across key stakeholders to analyze, document and track requirements tied to web analytics
- Contribute to defining the strategic reporting and interpretation on a national, divisional, and regional level
- Work with senior management to take identified marketing initiatives and/or problems and develop analytical strategy support for the program or solution
- Propose analytics implementation strategies and execution ideas based on business needs
- Provide in-depth data reconciliation between various company-wide data stores and systems
- Maintain direction and priority of projects/roadmap
- Ensure best in class practices are followed in the implementation and integration of analytics technology

Qualifications for director, digital analytics

- A bachelor's degree with an emphasis in mathematics, computer science, statistics or engineering is required
- 10+ years of Digital Analytics measuring campaigns and web site behavior
- Ability to formulate business strategy, thinking strategically
- Apply sound judgment to decisions in line with strategy and overall development strategy and process
- Strong SAS skills and web analytics experience