Our innovative and growing 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

- Co-ordinate Adobe Analytics code and website tagging deployment
- Create, own, maintain and track Agile User Stories tied to Analytics' development
- Organize, prepare and maintain business and operational documentation
- Co-ordinate with engineering teams to structure features and user stories in line with Agile best practices
- Collaborate with Release Managers across different applications to track deployments
- Work with our offshore reporting team to improve the sophistication and granularity of our reporting
- Operational lead on development acceptance testing and quality control activities
- Troubleshoots data issues and ensures integrity of the database logic and transformations monitor for performance/accuracy
- Develop new solutions or processes to improve reporting efficiencies or to automate the correction of identified data discrepancies
- Define, recommend, author, and implement technical standards, metrics, and best practices

Qualifications for director, digital analytics

- 2+ years using web analytics
- Must have complete understanding of the technical (tagging) impact on the

- Degree in Data Science, Statistics, Applied Math or Computer Science with concentration in data analytics tools
- Bachelor's degree (a master's or higher is preferred) in the social or behavioral sciences, marketing, and/or communications
- Excellent writing and public speaking/presentation skills
- Strong statistical background and experience in regression, discrete choice and advance statistical techniques is required