



Example of Manager, Data Strategy Job Description

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Our growing company is hiring for a manager, data strategy. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, data strategy

- Extract insights from data and effectively communicate to clients in relation to their goals and objectives
- Identify areas for process and quality improvement
- Support the internal and external adoption of SVInsights through training, business meetings, development of business cases, and teaming with the client service resources
- Analyze pricing trends and implication of pricing decisions
- Centralize core data management activities (customer, product and point of sale transactions), eliminating redundancies and data silos across the region
- Consolidate and manage the data management budget and communication between project teams and key stakeholders
- Coordinate all data management activities with third parties
- Lead efforts to retire existing data sources as we migrate to the new platform
- Manage the data management team(s)
- Execution responsibilities for Commercial data initiatives

Qualifications for manager, data strategy

- Deep knowledge of Marketing processes
- Multi-vendor data management experience to ensure effective agency management
- Data standards and governance background beneficial
- FastStats experience beneficial
- Experience of Eloqua beneficial or similar marketing automation platform

