



Example of Manager, Data Strategy Job Description

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

Responsibilities for manager, data strategy

- Stay in tune with business performance by category/segmentation and adjust marketing plans as necessary in order to drive response
- Contribute in developing the vision around design and management of data as it pertains to the business strategy and establish processes for governing the identification, collection and use of corporate metadata
- Pioneer 'data creation' where gaps exist by leveraging common platforms for PRO execution, Apps, Care models
- Champion utilization of business intelligence technology across IT organizations and business functions
- Protect our brand and reputation by safeguarding our assets and maintaining compliance with all governing policies
- Implement effective data governance, suggesting who can take what actions, with what data, and under what circumstances
- Serve as data steward responsible for maintaining data accuracy, proper use and interpretation
- Collaborate with stakeholders to assess business requirements for analytics and reporting and determine the best data sources, tools and technology to fulfill requirements
- Lead measurement implementation process for scheduled product rollouts and updates, create technical requirements, obtain signoff, manage risks, and document and communicate new and changed processes
- Create, update and enhance internal communications to assist stakeholders

Qualifications for manager, data strategy

- Proficiency in Microsoft Office applications, , relational databases, Entity/Relation methodology
- Proven knowledge of Business Intelligence tools and principles
- Minimum 8-10 years of experience in IT or data science related field working directly with customers or external business partners on data-driven products or services
- Demonstrate ability to develop / lead a team
- In-depth knowledge of programmatic data strategy and ad technology landscape, specifically data management platforms and their strategic applications
- Works with stakeholders to conduct scenario planning & analysis and interpret trends and variances