

# Example of Manager, Digital Analytics Job Description

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Our innovative and growing company is looking for a manager, 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 manager, digital analytics

- Create institutional knowledge on analytics and educate senior leadership on digital and multi-channel customer trends
- A self starter with an analytical mind and flexible mindset to problem solve in a limited amount of time
- Attention to detail is extremely important, along with the ability to communicate clearly
- Strong in mathematical and analytical thinking and ability to quickly group items into categories and subcategories based on similarities, see patterns in data
- A person with a genuine passion for digital and data with a keen sense of future developments
- Ability to work under pressure, managing multiple stakeholders with conflicting priorities
- Ability to present reports to external parties and to explain analytics in simple terms
- Collaborate with Data Engineering to ensure data integrity and quality
- Teach other team members how to use web analytics tools effectively and self-sufficiently
- Work with vast amounts of data in new and evolving environments and looking at data across platforms to understand macro-level insights

- Be experienced with Agile methodology
- Previous experience analyzing, organizing, and reporting on data sets
- Experience with (or eagerness to learn) new technologies, especially Google Analytics and related products
- Highly organized and detail-oriented -- you know how to sort through complicated information, love identifying patterns, and can spot a deviation from a mile away
- Strong writing skills -- you can turn all that analytical know-how into a clear story anyone can understand
- Able to work with cross-functional teams -- lots of people care about our data, so it'll be important that you're able to build relationships with people from all areas of the business