



## Example of Senior Manager, Digital Analytics Job Description

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Our innovative and growing company is searching for experienced candidates for the position of senior manager, 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 senior manager, digital analytics

- Create daily/weekly/monthly dashboards for new digital products to evaluate post launch performance
- Generate analyses of strategic product decisions to measure the performance and consumption of our digital editions
- Enable transformation in decision making capabilities across channels by exploring big data/machine learning techniques such as Random Forest, Gradient Boosting Machines, k-nearest neighbor, support vector machines and Text Mining/NLP Intelligently integrating traditional structured data with unstructured data
- Quantitatively determining value and deriving insights, then assuring the insights are leveraged to create positive impact to decision science models and early warning signals
- Develop insights into customer behavior and introduce new approaches to transform complex behavioral data into actionable information
- A leadership role in managing a group of agile scrum software development teams
- Building and managing a team of engineers implementing a portfolio of solutions across a broad set of business areas
- Collaborating with the core development team and product owners to define and estimate business requirements and translate them into specific software

- Collaborating internally with peers leading all aspects of our digital strategy (ex
- Manage standard dashboards and reports, performance tracking and ad-hoc analyses

### **Qualifications for senior manager, digital analytics**

- Web development experience including knowledge of website design, HTML, JavaScript, ActionScript, and analytics metrics and terminology
- Motivated self-starter with strong attention to detail with ability to multi-task and prioritize competing requests in a fast paced environment
- Experience using data query tools (Access, SQL)
- Build strong data-driven working relationships with internal teammates across key departments to link online and offline data to better understand overall customer behavior, value marketing and campaign effectiveness
- 5-7 years proven working experience as a data analyst
- Full blood team player able to work productively and co-operatively cross-functionally, with peers and across a Matrix, with stakeholders coming from different horizons (IT, strategy, Market research, marketing, sales)