



Example of Senior Manager, Digital Analytics Job Description

Powered by www.VelvetJobs.com

Our growing company is searching for experienced candidates for the position of senior manager, digital analytics. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for senior manager, digital analytics

- Build analytics solutions using a multitude of big data technologies and analytics tools and create documentation of solutions and underlying design decisions operating procedures
- Ability to understand client objectives and distill findings that are insightful and actionable
- Liaising with the Modellers (analytics partner)
- Managing analytic projects that involve client management, process management and partner management
- Design and coordination of primary research projects, both qualitative and quantitative
- Developing relationships with client and account teams
- Understanding the clients' objectives and ensuring research deliverables meet those needs
- Working on identifying the value of PR the agency's analytics initiatives
- Be a vital source of research counsel among the account teams and outside clients
- Manage delivery team or vendor to achieve project objective and establish the KPI to monitor the progress, risk and issue

Qualifications for senior manager, digital analytics

- 5+ years of working with web analytics software (eg

- 8-10 years of experience in advanced web analytics methodologies such as experimentation and testing, competitive analysis, surveys and market research
- 7+ years of business analysis experience in large size companies with multiple functions / business units preferred
- Demonstrable strategic thinking and analysis skills, the ability and confidence to draw conclusions and recommendations from a business perspective
- 2+ years of Analytics, Data Science and/ or Risk management experience preferred