



## Example of Senior Manager, Digital Analytics Job Description

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Our innovative and growing company is looking for a senior manager, digital analytics. To join our growing team, please review the list of responsibilities and qualifications.

### Responsibilities for senior manager, digital analytics

- Responsible for management of scope, timeline, resources and budget to meet project objectives
- Responsible for vendor management for outsourced and off-shored resources (project dependent)
- Manages the project plan by identifying critical path, constraints, contingencies and mitigations to achieve project objectives
- Provides regular updates in form of status updates and stage gate review presentations with highlighting risks and mitigation plans to senior management
- Works across the organization and corporate functions to align functional support and input for the project
- Ensures Project management processes are followed per relevant procedures by functional team members
- Works in partnership with multiple teams across the organization to develop and implement an omni-channel analytics strategy, delivering actionable recommendations for enhancing our marketing activities, customer journeys, audience growth, lead conversion and revenue generation
- Researches, manipulates, analyzes, translates and effectively communicates complex, high volume, high dimensional data from multiple sources to delivering actionable insights and recommendations
- Manages and leads the implementation and use of attribution management tools, tag management and tagging logic understanding their impact on

- Develops and delivers a suite of standard reporting and dashboards to support the digital and marketing team's decision making and KPI management

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

- Experience with intellectual property management and assessments (freedom to operate analysis and patent filing management) are required
- Experience architecting, developing, and launching n-tier applications that include web, mobile, and back-end connectivity is required
- Experience with software engineering using PHP, Java/J2EE/Android, Swift, Objective-C, JavaScript, and RESTful interfaces is required
- Experience with the architecture and design of highly scalable, fault tolerant and highly secure applications is required
- Experience with source code management using Git/SVN is required
- Experience with Continuous Integration and Continuous Delivery (CI/CD) services required