



# Example of Senior Manager, Digital Analytics Job Description

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Our company is looking for a 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

- Identify other digital marketing channels to further generate traffic and revenue
- Measure and report on the performance of all digital marketing campaigns
- Leads and manages a team of (3 to 4) digital analytics professionals
- Partners closely with Analytics and Engineering team with cross-divisional leadership to identify and resolve critical program gaps, inform strategy, and drive forward the product roadmap for digital analytics architecture
- Drives requirement gathering and architectural design session to facilitate business driven development
- Manages requests and help establish priorities for tag management systems and to provide input into the enterprise program for digital analytics systems
- Partner with analytics team, business stakeholders, and web development teams to optimize event instrumentation and enhance analytics capabilities
- Leverage industry and establish internal web analytics standards and best practices
- Proactively improve performance and data quality
- Collaborate with stakeholders to plan and remediate data quality gaps

## Qualifications for senior manager, digital analytics

- Strong ability to mentor, coach, review and grow technical teams and talent is required
- Experience with Agile software development techniques (SCRUM) in a highly

- Excellent oral and verbal written communication skills are required
- Proven leadership skills to include leading large organizations through transformational change, attracting, mentoring and retaining top IT talent and creating an environment that fosters excellence, collaboration and teamwork is required
- Strong math, analytical, statistical modeling and problem-solving skillsInfo Technology