



Example of Web Analytics Manager Job Description

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Our innovative and growing company is hiring for a web analytics manager. 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 web analytics manager

- Provide thought leadership around best practices and new/emerging concepts in the area of Analytics Platforms
- Inventory client site analytics, documenting performance of chatbots, key funnels, flows and pages
- Act with a sense of urgency and purpose, identify and resolve roadblocks, reach out to cross functional team members to solicit input and/or help when appropriate
- Expertise on Business performance tool (AT Internet / xiti)
- Own analysis for UK O/M/Franchisees
- Liaise with hotels to monitor and improve their web performance
- Liaise with central team to optimise online marketing campaigns
- Support web masters in technical adjustments to ensure valid tracking of business KPIs
- Support in defining KPIs for business areas and markets
- Leads and mentors a team of senior analysts to ensure ad hoc requests and analysis are handled appropriately

Qualifications for web analytics manager

- Good business acumen, with a strong understanding of digital strategy, User Experience principles, and Conversion Rate Optimization (CRO.) You can tell a compelling story about a user's journey using marketing, behavioral and

- Minimum of 4 years of experience in eCommerce/ Digital Marketing business intelligence environment, preferably in online retail industry
- Advanced Tableau Knowledge and/or data visualization skills
- Advanced knowledge of CRM processes and programs and overlaps/opportunities in relation to behavioral web data
- Bachelor's degree in Business, Marketing or quantitative field and a minimum of 4 - 5 years of experience in eCommerce business intelligence environment – preferably in online apparel or footwear retail
- Significant experience with AB and Multi-variate testing tools preferred (eg