



Example of Web Manager Job Description

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

Responsibilities for web manager

- Assist with optimization testing of site content and features to continually improve the website user experience
- Assist product owner of web experience, manage backlog, write user stories, and follow up on project status
- Support the design of individual analytics reports
- Tracks, manages and reports on key metrics as it relates to the campaign
- Primary role is to lead and motivate their team to reach and exceed all operational and sales goals customer's expectations
- Supervise and coordinate activities of workers engaged in customer service activities
- Ensures proper advisor performance in offering and selling products and services to clients
- The Manager must be the voice of the customer, by translating what is obvious to the front line upward to management in an actionable way
- Works with Workforce Management to manage break and lunch schedules to meet agent needs without impacting customer service
- Observes and evaluates workers' performance providing feedback and coaching

Qualifications for web manager

- Must have 3+ years of Product Development experience for a consumer facing website (preferably ecommerce) with a proven track record of

- 10 or more years of experience in an IT support organization supporting end user computing technology business applications, leadership of a large team and management of a budget
- In-depth expertise with enterprise web analytics suites, including Adobe Analytics (SiteCatalyst/Omniture), WebTrends, Coremetrics, or Google Analytics
- Strong information architecture and technology skills and experience implementing analytics on a new site
- A data wiz, capable of wrangling data of all qualities, formats and sizes in order to find valuable business insights
- Minimum 5 years' experience in web analytics in an E-commerce environment