Data & Information Analyst - Marketing

<u>Role Summary</u>

Responsible for managing, analyzing, designing, developing and maintaining analytics tools. Typically he/she will focus on multiple business units and support all team decisions. He/she will also work with the IT team to identify gaps in data capture and collaboratively implement improvements

<u>Responsibilities</u>

Analyze web traffic through tools like Google Analytics

Create **holistic dashboards by importing data** from different sources, for regular team analysis, and for presentations to the rest of the organization

Collaborate with **third-party vendors to collect data and report**

Get data insights to suggest, create, and execute A/B or multivariate tests

Test the **different digital assets to check the quality of the tracking code.** Coordinate tag implementation

Understand business needs and translate them into technical requirements to be implemented

Identify gaps and lead the solution of those gaps

Generate persuasive and effective presentations to communicate progress to the team and the rest of the organization

<u>Key Skills</u>

Knowledge of the process

I.Experience in analytics in high-traffic business

II.Technical, design, and architectural skills

III.Practical knowledge with tags and analytics reports

Agile Experience

I.Ideally he/she has experience in Agile Development and convenience to work on iterative processes

Individual Skills

I.Analytical, data-driven

II.Ability to take multiple tasks simultaneously and work with deadlines

III.Good communication, and ability to interact with all levels of the organization, including end users and technical resources. Great attention to detail

IV.Familiarity with A/B and multivariate tests

Mindset & Behaviors

I.Reliable, responsible, action-oriented attitude, sense of urgency

II.Believe in a non-hierarchical culture of collaboration, transparency and trust across the team

III.Ability to work both individually and collaboratively as a team

IV.Promote innovation