Position Title: Manager, Digital Analytics – Decision Support

Reports To: Executive Director, Analytics and Decision Support

Position Summary
The Manager, Digital Analytics is an integral part of the Strategy, Analytics and Digital Platforms team. Reporting to the Executive Director of Analytics and Decision Support, the Manager, Digital Analytics will be an administrator for digital analytics platform. S/He will build strong working relationships with developers, UX/UI managers, channel and brand marketers. Plus, work on other interesting and challenging tasks that arise to contribute to the success of Healthy Directions.

Duties & Responsibilities
- Provide regular, accurate, and clear dashboards, reports and analysis exposing business trends, risks, and opportunities and make appropriate recommendations to marketing managers and senior executives
- Validate digital platform data, manage website reporting applications, and recommend data/system enhancements
- Assist with the management of the A/B testing and site optimization program. This includes generating data driven hypothesis, coordinating tests, and communicating results and recommendations to stakeholders
- Analyze online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution
- Assist with ROI analysis to assess effectiveness of marketing channels and campaigns
- Analyze transactional data to derive customer insights
- Manage digital analytics systems roadmap

Education and Experience
- 3+ years of experience in digital analytics
- Proven success using digital analytics tools (e.g. Adobe Analytics) to derive actionable insights for the business
- Experience using A/B testing tools (e.g. Adobe Target) and statistical concepts to optimize site performance
- Understanding of tag management tools (e.g. Tealium) and concepts
- Knowledge of web technology, HTML, CSS
- Excellent verbal and written communication skills with the ability to succinctly "tell the story" with data
- SQL programming experience a plus
- Experience working in direct-to-consumer marketing
- Bachelor's degree in Business or related field

Preferred Qualifications
- Excellent verbal and written communication skills, including proofing skills
- Organized and detail-oriented
- Proven ability to multi-task in a deadline-driven environment
- Ability to work effectively as part of a team