

# Manager - Digital Analytics

Job ID  
REQ-10017697  
Sep 04, 2024  
India

## Summary

We are looking for a “Digital Marketing Analytics Manager” who need to be an expert in exploring various data sources like customer, content, channel, and web to derive actionable insights and enable stakeholders to deliver data driven decisions through Marketing cloud Intelligence. You will work closely with the stakeholders along with the analytics team and other departs to devise new measurement frameworks and methodologies to identify engagement and impact along with a keen focus on Operational Efficiency and seamless stakeholder management.

## About the Role

### Primary Responsibilities

Hands on experience in working with BI/BA/Data teams and working closely with all stakeholders including Leadership teams

Design and develop compelling and user-centric BI / data visualization solutions on MCI (e.g., dashboards and reports) to convey actionable insights and enable proactive decision-making by the business

Ability to present analytic results to technical and non-technical audiences through various visualization methods

Winning stakeholder trust by understanding business context and being a strategic partner to stakeholders

Lead and collaborate on creation of measurement frameworks and methodology designs to create scalable models.

Develop and maintain regular analytics deliverables and meet quality standards, timeliness, compliance, and excellent user experience

Work with the Product Owner to establish release goals as part of quarterly Roadmap and PI Planning, managing the backlog

End to End knowledge of Operations management and Business analysis. Collaborate with cross-functional teams to understand business needs, define data requirements, and ensure data accuracy and integrity.

Contribute towards technical aspects in the areas of expertise.

Continually work towards increasing the team impact on business

Work with senior analytics specialists to create and present compelling, easy-to-understand data visualization and data driven insights for analytics leaders and other stakeholders.

Create guardrails and process documentation for team to use as checklists and guidance during execution.

### **Qualifications**

Master's or Bachelor's Degree with 7+ years of experience.

Work experience in the Healthcare/Pharma/Life science industry is good to have.

Ability to build visualization and analysis in Datorama or MCI is a must

Ability to communicate effectively and deliver to both technical and business stakeholders.

Strong business-centric/facing communication and project management skills.

Datorama or MCI Certified preferred.

Passion for customer service and relationship building and ability to collaborate in a constructive manner with others in a dynamic working environment

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