Job Title: **DIGITAL & E-COMMERCE ANALYST 1**

**SUMMARY**
The Digital and E-Commerce Analytics Specialist 1 will provide the Digital and E-commerce teams with meaningful and actionable information and insights on consumer Digital and E-Commerce behavior to improve all aspects of our Digital and E-Commerce strategies.

**ESSENTIAL FUNCTIONS**
- Maintains tracking platforms integrated across all digital touchpoints (website, media, social, PR, influencers, email, search, E-Commerce, etc.).
- Partners with agencies in aggregation and integration of data across various platforms.
- Responsible for data integrity by examining outliers, missing values, expected ranges, skip patterns, etc.
- Owns all aspect of Google Analytics and partners with tagging owners to ensure data is being populated correctly and cleanly.
- Combines digital data to offline and in-house data to provide team with a complete picture of digital effectiveness.
- Reviews data and help management to understand opportunities to improve Digital and E-Commerce platform performance.
- Execute research to evaluate key digital, E-Commerce, and media platforms.
- Performs assigned tasks in support of leadership as required.
- Stays informed on industry, competitor activities, new digital strategies, tools and techniques.
- Maintains satisfactory attendance, to include timeliness.
- Responsible for understanding and complying with applicable quality, environmental and safety regulatory consideration. If accountable for the work of others, responsible for their understanding and compliance.
- This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

**SUPERVISORY RESPONSIBILITIES**
- N/A

**QUALIFICATIONS**
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**MINIMUM QUALIFICATIONS**
• Bachelor’s degree plus 2 years digital analytics experience reflecting increasing levels of responsibility;

OR

• Master’s degree.

• Analytical mindset with strong attention to detail and problem-solving skills.

• Highly organized, results focused, self-motivated and technically-minded with excellent communication skills.

• Experience working with Google Analytics 360, Google AdWords, Google Trends, and Webtrends.

• Experience with dashboarding/visualization tool (Tableau, Datorama, MicroStrategy, etc.)

• Intermediate excel skills to include experience with pivot tables and vlookups along with a high level of numeracy.

• Strong organizational skills, with the ability to work independently within a highly collaborative team.

• Strong attention to detail with proactive follow-through skills.

• Ability to effectively communicate with stakeholders through email, written reports, presentations, etc.

• Ability to read, analyze and interpret documents and reports.

PREFERRED QUALIFICATIONS

• Bachelor’s degree in quantitative discipline which includes advanced data analysis (e.g., statistics, applied mathematics, quantitative psychology, predictive analytics, data science, consumer science, etc.) plus 4 years of digital analytics experience reflecting increasing levels of responsibility;

OR

• Master’s Degree in quantitative discipline which includes advanced data analysis (e.g., statistics, applied mathematics, quantitative psychology, predictive analytics, data science, consumer science, etc.) plus 2 years digital analytics experience reflecting increasing levels of responsibility.

• 2 years of e-commerce analytics and SEO experience.

• Certified in AdWords Fundamentals, Search Advertising, Shopping, and Google Analytics.

• Experience in online media analytics.

• Experience with database modeling or programming experience with SQL, R, Python

• Intermediate knowledge of web analytics tools such as Google Analytics 360 or Webtrends.

• Intermediate knowledge of dashboarding/visualization tool (Tableau, Datorama, MicroStrategy, etc.).

• Intermediate knowledge of database modeling or programming experience with SQL, R, Python.

• Advanced knowledge of Excel to include pivot tables, vlookups, sumifs, and charts.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an
employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, use hands to finger, handle or feel and talk or hear.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.