

Web Analytics Delivery Lead

Job ID
REQ-10036015

4月 28, 2025

Ireland

摘要

We are seeking a results-driven Web Analytics Delivery Lead to provide strategic direction and technical leadership in web analytics, tagging implementation, and data-driven insights. In this role, you will define and execute a robust web analytics strategy, ensuring seamless data collection, integration, and analysis to optimize digital marketing performance. You will also mentor and lead a high-performing team, driving operational excellence and innovation.

About the Role

Key Responsibilities

- **Strategic Leadership:** Develop and execute a scalable web analytics strategy, ensuring seamless integration across platforms and business units.

- **Stakeholder Collaboration:** Partner with business leaders to identify key objectives and ensure web analytics delivers actionable insights.
- **Data Governance & Accuracy:** Establish best practices for data governance, ensuring data quality, compliance, and security.
- **Implementation & Optimization:** Architect and oversee tagging implementations using Google Analytics, Adobe Analytics, and industry-leading tag management systems.
- **MarTech Integration:** Ensure seamless integration with marketing technology (MarTech) tools, including CRM, CDPs, personalization, and automation platforms.
- **Performance Measurement:** Define and track key performance indicators (KPIs) to measure the effectiveness of digital campaigns and web performance.
- **Technical Excellence:** Work closely with IT teams to integrate analytics tools with Google Cloud Platform (GCP), Google BigQuery (GBQ), content management systems, and marketing platforms.
- **Continuous Improvement:** Conduct regular audits to identify gaps and implement enhancements to improve data accuracy and operational efficiency.
- **Industry Innovation:** Stay ahead of trends in web analytics and data architecture, introducing new technologies and methodologies.
- **Team Leadership & Mentorship:** Guide and develop a team of analytics professionals, fostering a culture of excellence and innovation.

Essential Requirements

- 8+ years of experience in web analytics and technical leadership roles.
- Expertise in Google Analytics, Adobe Analytics, and industry best practices.
- Strong understanding of digital marketing analytics, conversion tracking, A/B testing, and attribution modeling.
- Hands-on experience with tag management systems such as Google Tag Manager (GTM), Tealium, Adobe Launch.

- Knowledge of Google Cloud Platform (GCP), Google BigQuery (GBQ) for advanced data integration and analysis.
- Experience integrating web analytics with MarTech tools such as CRM, CDPs, and marketing automation platforms.
- Proven ability to translate complex data into clear, actionable insights for business decision-making.
- Strong analytical and problem-solving skills, with the ability to drive data-driven strategies.
- Relevant certifications, including: Google Analytics IQ, Adobe Analytics Certification; Tag Management Certifications (GTM, Tealium, Adobe Launch, etc.)

Desired Requirement:

- Experience leading and mentoring analytics teams.
- Knowledge of data architecture, modeling, and warehousing concepts.
- Ability to thrive in a fast-paced, collaborative environment.

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部门

Operations

Business Unit

Universal Hierarchy Node

地点

Ireland

站点

Dublin (NOCC)

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Alternative Location 1

Hyderabad (Office), India

Alternative Location 2

INSURGENTES, Mexico

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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