

Web Tracking & Integration Specialist

Responsibilities

- Establish standard data privacy compliant processes for client's digital properties, to set up, maintain and track data for reach, performance, engagement and other behavior metrics
- Perform audits of clients' web analytics implementations and make recommendations to ensure accurate tracking is in place
- Set-up of Google Analytics (GA4 version is a must) and dashboards for clients
- Identify opportunities and implement tracking via Google Tag Manager or other Tag Manager platforms forms.
- Work with APIs and other methods to integrate two or more systems
- Set up integrations with CRM software like Microsoft Dynamics, Salesforce
- Integrate different web applications with tools such as Zapier
- Monitor upcoming threats to the existing tracking methods used and find solutions
- Research new and innovative tracking methods that could further improve the quality and effectiveness of tracking

Requirements

- Experience with web analytics tools (Google Analytics, Google Tag Manager, Hotjar etc);
- Knowledge of different GTM Containers, Events, Pixels and structure
- Medium knowledge in web development (HTML, CSS, and JavaScript)
- Familiar with different types of Data Layer specifications, design, implementation, and consumption.
- Good understanding of web analytics and digital marketing concepts

Nice to have

- Excellent if you've also worked with Adobe Analytics and data visualization tools (e.g Data Studio)
- Not afraid to run workshop and knowledge sharing sessions