

Web Analytics Delivery Lead

Job ID
REQ-10036015
Mar 31, 2025
Ireland

Summary

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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Division

Operations

Business Unit

Universal Hierarchy Node

Location

Ireland

Site

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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