

Web Analytics Project Manager-EXTENDED Northern Illinois University

Direct Link: <https://www.AcademicKeys.com/r?job=185526>

Downloaded On: Aug. 15, 2022 3:17pm

Posted May 12, 2022, set to expire Sep. 11, 2022

Job Title	Web Analytics Project Manager-EXTENDED
Department	Web & Internal Communications
Institution	Northern Illinois University DeKalb, Illinois
Date Posted	May 12, 2022
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Information Technology
Job Website	https://employment.niu.edu/postings/63380

Apply By Email

Job Description

Primary Function

The web analytics project manager leads the performance analysis of the niu.edu domain. They conduct analysis of the use of the site and strategize and collaborate with EMMC staff to solve problems, identify changes for optimization of efforts and implements those improvements. They provide service and support and demonstrate expertise by way of collaboration and effective communication. They use advanced knowledge of web development to create dynamic web solutions to advance the usability of the NIU web presence. This position has potential to offer a flexible working location.

Duties and Responsibilities (generally)

Web Analytics: Strategy, Complex Analysis of Data, Advanced Use of Data Analysis Tools and Education. Strategic Recruitment-Focused Initiatives: Integrated Marketing and SEO. Web Development and Project Management.

Web Analytics Project Manager-EXTENDED Northern Illinois University

Direct Link: <https://www.AcademicKeys.com/r?job=185526>

Downloaded On: Aug. 15, 2022 3:17pm

Posted May 12, 2022, set to expire Sep. 11, 2022

Minimum Required Qualifications for this position

Any combination totaling three years from the following categories:

- o Three years of work experience in a related field (marketing, web design, communications, etc.).
- o OR Associate degree in marketing, communication, or another related field of study and two years of work experience in a related field (marketing, web design, communications, etc.).
- o OR Bachelor's degree in marketing, communication, or another related field of study and one year of experience in a related field (marketing, web design, communications, etc.).

Google Analytics certification.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

,