

**JOB IDENTIFICATION**

Business Title: Digital Analytics Engineer  
 Job Code:  
 Function:  
 Department: Data & Analytics  
 Location: Telecommute  
 Business Unit: HLRP  
 Date: 06/26/2017

**FOR HR USE ONLY**

Job Title:  
 EEO Group:  
 AA Plan:  
 FLSA Status Verified:  
 Family:  
 Approved By:

**SUPERVISORY RELATIONSHIPS**

Reports To: Kim Radzicki

**BASIC FUNCTION**

The Digital Analytics Engineer at the direction of the Sr Data Strategist is responsible for the design, architecture and implementation/integration of Adobe Analytics on WK applications/sites while following best practices and guidelines given by Adobe.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Work in collaboration with our technology team and analysts to determine and implement best-practice Adobe Analytics tracking, ensuring business requirements are met and data capture is clean
- Translate business requirements into Technical Specifications for design of a digital data layer according to existing standards
- Installation and configuration of analytics tracking code tags using Dynamic Tag Manager
- Add and manage tags, JavaScript, and other artifacts within web pages to enable tracking
- Integrate data sources via web APIs
- Participate in ongoing Adobe Analytics implementation workflow

**OTHER DUTIES**

Maintain up-to-date knowledge of Digital Analytics tools and practices; Performs other duties as assigned by supervisor.

**JOB QUALIFICATIONS**

Experience:

- Proven experience with Adobe Analytics
- Strong background in implementing and supporting Tag Adobe Dynamic Tag Manager
- Real-world experience with digital analytics standards and best practices
- Proficient in both client and server-side JavaScript, CSS, HTML 5, and Excel expertise
- Experience working with different APIs for Data Integration
- Experience multitasking and prioritizing assignments

**TRAVEL REQUIREMENTS**

Travel to the Philadelphia or New York Wolters Kluwer office possible

**PHYSICAL DEMANDS**

Normal office environment