



POSTMEDIA

Google Analytics Specialist

We are looking for an entrepreneurial Google Analytics expert who can build, customize, and maintain Google Analytics and Google Tag Manager Implementations for our clients. You will be responsible for helping our internal digital teams troubleshoot and provide prompt and accurate responses to requests regarding their conversion tracking across all platforms; Google, Facebook and Programmatic

Responsibilities

- Building and customizing Google Analytics and Tag Manager Implementations.
- Auditing existing analytics implementations and make recommendations to ensure accurate tracking is in place.
- Creating conversion funnels, segments, and advanced profile configuration
- Setting up goals and event tracking in Google Analytics
- Formatting advanced eCommerce tracking.
- Creating reports and dashboards; visualizing data.
- Auditing and troubleshooting issues with analytics and tags.
- Analyzing trending and providing recommendations
- Assist in proving value by tracking and analyzing KPI's related to: multi-channel funnels, assisted conversions, and top conversion paths.
- Monitor industry trends and new product offerings to stay up to speed and ahead of the competition.

Skills and Requirements

- 2-3 years' experience in Google Analytics, Google Tag Manager and Google Optimizer
- Google Analytics certified.
- Experience with Google Search Console and Google My Business
- Experience in Facebook Ads Manager
- Experience using Facebook Pixels
- Experience with DV360 and Campaign Manager
- Experience with Floodlight tags
- Experience with UTM code and tag creation (Google's URL Builder)
- Experience using major web content management systems including Wordpress, Joomla, Drupal, and Magento.
- Experience with dynamic data feeds
- Solid understanding of digital marketing and eCommerce.
- Ability to connect Google Analytics and A/B testing tools
- Good time management skills, with a self-starter mindset
- Ability to effectively communicate with clients and colleagues at all levels.
- Intermediate to advanced Excel skills.

Come and grow with one of Canada's most established publishers

Should you be interested in this opportunity please forward your cover letter and resume to: careers@postmedia.com

We thank all applicants in advance but only those under consideration will be contacted.