

Digital Marketing Specialist Developer

Purpose of the Role:

The Specialist Developer will support the internal Analytics initiatives. This position is responsible for understanding business requirements, drafting solution design and implementation specifications, implement tagging using defined standards and implementing documentation.

Duties include, but not limited to:

1. Communication & Presentation

- Synthesize all requirements from multiple sources (including but not limited to web & mobile) and areas (Product Managers, Development Teams, functional group members) while coordinating with the Analytics team (Google 360 Suite, Analytics Premium 360, Analytics Standard and Google tag manager).
- Create and conduct presentations for improving processes

2. Knowledge & Innovation

- Create documentation relating to existing processes and suggestions thereof
- Ensure that knowledge is current within tag management systems (Google Tag Manager) and implementation using custom Javascript/Jquery when required.
- Web analytics gathering and interpretation

3. Infrastructure Technology & Production

- Translate business requirements into tag implementation specifications (build SDR framework)
- Work independently (coding for sites managed by the team) or with multiple cross functional teams to get tags pushed to production
- Build Data Layer for tag implementation
- Apply and implement coding practices for site tagging and follow industry standards
- Deploy any third party tagging and integrate data from Doubleclick, Adwords or any custom data imports into GA.
- Assist with Optimizing A/B testing platform for running A/B tests
- Website Maintenance / Update / Website Design / Website Cut-ups
- Good understanding of web analytics and working with technologies Google Analytics & Ensignten
- Knowledge in IOS and Android app tracking technologies
- Research, and troubleshoot the latest techniques/strategies for site performance

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Relevant tertiary qualification
- A minimum of 12 months experience using Google Analytics and Google Tag Manager implementation and management
- A minimum of 12 months experience using HTML5, jQuery, JavaScript
- A minimum of 12 months experience using Experience using tracking principles and relational Data structures
- A minimum of 12 months experience using Experience using Website CMS systems (Kentico particularly)
- A solid understanding of Digital Marketing
- A solid understanding of Website quality standards
- An understanding of website and other development

- Usage of HTML5, jQuery, JavaScript, tracking principles and relational Data structures, Website CMS systems, SQL (Oracle, MySQL) and Web services/REST services, Google Tag Manager and Google Analytics

Desirable Criteria:

- Experience using SQL (Oracle, MySQL, Postgres) and/or NoSQL (HBase, Redis, MongoDB)
- Experience with Web services/REST services
- Experience with web application technologies (HTML5, Javascript, JQuery, node.js)

Person Specifications:

- Excellent communication and presentation skills
- Exceptional quality focus, organizational skills and attention to detail
- Ability to innovate and show initiative
- Strategic planning and execution skills
- Aptitude for self-development
- Ability to work independently as well as in a team
- Ability to problem solve creatively and think laterally
- Solutions orientated
- Adaptable
- Ability to work in a pressurized environment
- Willing to take on challenging responsibilities

How to Apply:

All applications need to be submitted via [Workday](#)

Please ensure you have attached an updated copy of your CV and a motivation letter supporting your application.

- *Note this role is based in Cape Town, South Africa.*