

Associate Director, Web Analytics

Job ID
REQ-10085652
авг 13, 2026
Ирландия
Available in: English

Сводка

We are looking for a highly knowledgeable and experienced Web Analytics Subject Matter Expert with deep expertise in Google Analytics 4 (GA4), Google BigQuery (GBQ), and Google Cloud Platform (GCP). As the Associate Director, Web Analytics and the SME, you will provide strategic guidance and technical leadership in the design, implementation, and optimization of analytics solutions. A key focus of this role is owning and managing the integrations between GA4, GBQ, and GCP, enabling scalable data pipelines, advanced reporting, and actionable insights across the organisation.

You will also play a pivotal role in leading discussions with business teams to showcase the value of GBQ and GCP, and to demonstrate the measurable impact of analytics initiatives on business outcomes.

About the Role

Key Responsibilities

Technical Expertise and Consultation

- Serve as the primary expert on GA4, GBQ, and GCP for analytics, data management, and integrations.
- Provide technical consultation and strategic direction for analytics implementations, ensuring scalability and compliance with governance standards.
- Translate business objectives into robust analytics frameworks and data integration strategies.

Data Integration & Management

- Own the setup, governance, and optimization of integrations between GA4, GBQ, and GCP.
- Design and implement scalable data pipelines and automated workflows for analytics data collection and reporting.
- Partner with analytics, marketing, and engineering teams to enable advanced reporting, predictive modeling, and activation through GA4–GBQ–GCP integrations including other enterprise data cloud and data lakes.

Business Engagement & Value Demonstration

- Lead discussions with business teams to showcase the value of GBQ and GCP analytics solutions.
- Highlight the business impact of analytics initiatives through storytelling, measurable KPIs, and case studies.
- Influence stakeholders by demonstrating how GA4–GBQ–GCP integrations drive efficiency, better decision-making, and ROI.

Analytics Implementation and Optimization

- Oversee GA4 configuration and maintenance, including event tracking, custom dimensions/metrics, and enhanced eCommerce.
- Ensure seamless data flow from GA4 into GBQ for advanced analytics and reporting use cases.
- Provide strategic input into digital marketing measurement (Google Ads, attribution, campaign analytics).

Data Layer & Tagging (Secondary Scope)

- Guide and review data layer designs to ensure completeness and scalability.
- Provide oversight for GTM and other tagging systems where required, while keeping focus on integration with analytics and cloud platforms.

Quality Assurance & Reporting

- Define data quality frameworks and oversee validation processes to ensure accuracy across GA4, GBQ, and GCP datasets.
- Support teams in building advanced dashboards and reports using Looker Studio, GA4, and BigQuery, aligned to business KPIs.

Qualifications

- Degree qualified in a relevant business or Technical area.
- Extensive experience in web analytics and cloud-based data integration.
- Deep expertise in GA4, GBQ, and GCP, with proven experience in setting up and managing integrations across these platforms.
- Strong background in data architecture, data modeling, and warehousing concepts.
- Hands-on experience with analytics implementations; exposure to GTM and data layer design is desirable but secondary.
- Experience in leading stakeholder discussions, influencing business decisions, and showcasing the value of analytics solutions.

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