

Web Analytics Implementation Consultant

Acceleration provides unrivalled digital marketing consulting, outsourcing and technology services to clients around the world. We have more than a decade of experience creating client focused solutions that optimize Software as a Service marketing technologies, automate complex processes, harmonize technology and maximize our clients' return on digital investments.

With key offices in London and New York, Acceleration employs expert teams throughout North America, South America, Europe, the Middle East and Africa, and maintains strategic partnerships with industry leaders including Omniture, Google, DoubleClick and Epsilon.

We aren't your typical company. We do things that haven't been done before, and our employees are some of the best in the world when it comes to maximizing client return on digital marketing investments.

Our business is focused on core audience segments - Publishers, Marketers and Agencies - and we are looking to add another top performer to our Web Analytics team. We require an Implementation Consultant, who will be based in our Buenos Aires office.

The purpose of this position is to customize web tracking code to client's exact business requirements and reporting needs, assist client to implement proprietary web tracking code throughout their website, and perform quality checks to ensure correct implementation

Although not a programming position, it is certainly a very technical position with constant customer interaction. This position includes all of the following aspects:

- ▣ In-depth knowledge of client website, business model, and online marketing strategy
- ▣ Heavy interaction and support on the phone with client employees all the way up to the VP level of Fortune 500 companies
- ▣ Expert in:
 - Internet and online marketing
 - Website analysis
 - JavaScript and other Internet technologies
 - SiteCatalyst product expert preferred
- ▣ Project management
- ▣ Technical writing

Responsibilities

- ▣ Gather client business objectives using internal methodologies and tools
- ▣ Client implementation training



- ▣ Perform technical pre-assessment with client's IT personnel and assist in development of the risk assessment
- ▣ Write logic necessary within client software to generate required values for implementation of Omniture technology
- ▣ Coach clients throughout the implementation process
- ▣ Ensure that clients complete their implementations on schedule
- ▣ Document issues and best practices relating to specific platforms or configurations
- ▣ Communicate constantly with customers throughout the contract lifecycle, escalating important issues where needed
- ▣ Debug implementation problems, JavaScript errors, and product functionality
- ▣ Maintain customer contact and daily status updates for all outstanding issues regarding implementation
- ▣ Manage customer relationship to ensure that expectations are realistic and that the client is happy
- ▣ Fully understand and document customer requests, and assign appropriate resources to resolve any issues
- ▣ Coordinate with other department so ensure client needs are met to their satisfaction

Requirements

- ▣ Excellent business communications English
- ▣ Extensive knowledge of Microsoft Office, email, and how the Internet and websites work
- ▣ Must be self-managed, responsive, and dedicated to customer support
- ▣ Strong understanding of HTML and web protocols
- ▣ Strong JavaScript skills
- ▣ Strong technical writing skills (writing samples helpful)
- ▣ Exceptional organizational, presentation, and communication skills - both verbal and written
- ▣ Demonstrated ability to deal with change and be a team player
- ▣ Bachelor's degree

Special Consideration given for

- ▣ Strong client service experience
- ▣ Degree in information systems or related field
- ▣ Web development experience
- ▣ ERP or other software implementation experience
- ▣ Demonstrated exceptional customer skills from previous employment
- ▣ Project management experience



- ▣ Consulting experience
- ▣ Demonstrated programming skills (with samples) in languages such as Perl, C/C++, CGI, Java, ASP, VBScript, or PHP

Please email us if you are interested in becoming ' Web Analytics Implementation Consultant'