**Role Description – Digital Analytics Specialist**

Note: numbers in brackets () – please refer to the separate Guidance Notes.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Role title | Digital Analytics Specialist (Maternity cover 0.6FTE) | Grade | 2 | Department | Digital |
| Reports to *(1)* | Digital Products Manager | Direct reports *(1)* | 0 |
| Key relationships / interfaces *(1)* | **Internal**:  | IT, Service Delivery, Marketing, Events, Volunteers |
| **External**: | Web/CRM suppliers |
| Role purpose *(2)* | To optimize reach and online engagement of customers and potential customers by providing analysis of and access to digital performance measures to aid internal decision making. |
| Breadth of responsibility *(3)* | This role impacts on all teams and departments in APM. |
| Dimensions and limits of authority *(4)* | Scope of performance ownership includes websites, mobile apps and social media. This role can make recommendations but needs expenditure approval. |

| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
| --- | --- |
| **General** |
| Analytics and KPIs* Analyse data at every stage of the user journey to gain a better understanding of customers' behavior by segment and proactively make recommendations on how best to improve site experience and conversion
* Provide key digital performance measures to aid in decision-making both within the Marketing team and across APM.
* Marketing campaign tracking setup, testing and reporting
 | * Provide actionable insight
* APM decision makers have timely access to analytics measures and KPIs without logging in to Google Analytics
* Delivering automated reporting solutions and dashboards
* Campaign reports
 |
| Content/Web Performance* Work with marketing team to identify opportunities for website content and functional improvement and liaise with relevant departments to drive improvements
 | * Page visits
* Bounce rate
* Time on Page
* Goal Conversion
 |
| Capability Development* Working with the Head of Marketing, provide digital capability building opportunities (e.g. training and development in digital technologies and techniques) for staff across APM.
 | * Digital team become less hands-on in business as usual activity for other teams but enable a devolved capability
 |
| Projects* Lead or participate in other projects as required, representing the digital team and providing customer-focused digital expertise.
 | * Number and nature of additional projects involved in
 |

**Person Specification – Digital Performance Manager**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications**  | * Educated to a degree level
* Google Analytics Certification
 | * Essential
* Desirable
 |
| **Experience**  | * Excellent data and analysis skills
* Able to turn analytical data into useful insights
* Dashboard and insight development experience
* Experience of working with senior management level
* Good commercial understanding
* Ability to build effective relationships both internally and with suppliers
 | * All essential
 |
| **Knowledge** | * Understanding of the principles of digital analytics market research and the value it can add
* A good understanding of digital marketing channels and tracking them
* Appreciation of the work of a professional body
 | * Essential
* Essential
* Desirable
 |
| **Skills** | * Effective PC skills including Outlook, Word, Excel, PowerPoint
* Ability to clearly communicate data insights at all levels of the business
* Ability to produce clear reports
* Well developed presentation skills
* Excellent communication skills – written and verbal
 | * All essential
 |
| **Behaviour / competency**  | * Detailed and accurate
* Analytical thinking
* Communication skills
* Collaborative in approach
* Decisiveness
* Initiative and proactivity
* Relationship building
* Results orientation
* Technical and professional expertise
 | * All essential
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| **Supporting Behaviours** |
| --- |
| **Behaviour** | **Description** |
| **Communication** | * Writes and speaks clearly, concisely and persuasively
 |
| **Customer and Supplier Focus** | * Ability to understand the needs and priorities of customers (inside and outside the organisation) and the desire to meet their expectations
 |
| **Working Together / Teamwork** | * Demonstrates strong team-working ethic and ability to work with a wide range of stakeholders at all levels
 |
| **Leadership and Developing People** | * Ability to assist team members in reaching full potential through feedback, coaching, development and training
 |
| **Problem Solving and Ownership** | * Takes ownership of problems and can apply intellectual and creative skills to implementing solutions
 |
| **Improvement, Change and Creativity** | * Willingness to challenge assumptions and ability to adapt or generate imaginative and innovative ideas
 |
| **Planning and Organising** | * Ability to develop clear, efficient and logical approaches to work
 |
| **Organisational Commitment** | * Can demonstrate commitment to the APM and actively embodies the values of the organization by maintaining a professional image at all times.
 |
| **Resilience** | * Ability to maintain control and performance during stressful situations
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