**Role Description – Digital Analytics Specialist**

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

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| --- | --- | --- | --- | --- | --- | --- |
| 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 |

| **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 |