**Role Description – Digital Performance Specialist**

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

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| --- | --- | --- | --- | --- | --- | --- |
| Role title | Digital Performance Specialist | | Grade | 2 | Department | Marketing |
| Reports to *(1)* | Digital Marketing 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 online engagement of customers and potential customers by driving discoverability of our customer-facing digital tools, services and technologies and 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** | |
| Acquisition / Traffic Driving   * Drive increased quality traffic to our key digital products and content through SEO best practices and PPC advertising where necessary. | * Domain Authority * Traffic * CPC * Goal Conversion * Technical Errors * Page Authority |
| Analytics and KPIs   * Provide a set of key digital performance measures in either a dashboard or other accessible form to aid in decision-making both within the Digital team and across APM. Provide analysis from this data | * APM decision makers have timely access to analytics measures and KPIs without logging in to Google Analytics |
| Content Performance   * Working with the Digital Marketing Manager and content team, identify opportunities for website content improvement and liaise with relevant departments to initiate content creation or enhancement projects. | * Page visits * Bounce rate * Time on Page * Goal Conversion |
|  |  |
| 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 Specialist**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications** *(7)* | * Educated to degree level * Formal SEO training * Formal digital analytics training | * Desirable * Desirable * Desirable |
| **Experience** *(8)* | * Strong Experience in using Google Analytics, Google Tag Manager, Google Search Console * Experience in using Supermetrics, Moz, SEMRush, Pingdom * Experience of working on IT and digital projects * Analytical experience, insight, producing reports * Ability to build effective relationships * Budget management experience * Experience of CRM * Experience of digital content taxonomies * Experience of website content management systems | * Essential * Desirable * Essential * Essential * Essential * Desirable * Desirable * Essential * Essential |
| **Knowledge** | * Working knowledge of digital marketing principles and techniques * Search engine optimisation * Digital content creation * Appreciation of the work of a professional body | * Essential * Essential * Desirable * Desirable |
| **Skills** | * Effective PC skills including Word, Excel, PowerPoint * Ability to produce clear written documentation * Strong ability to create & manage business plans & strategy. * Negotiation skills * Ability to build effective business relationships * Excellent communication skills – written and verbal * Well developed teamwork skills * Excellent organisational skills. * Statistical analysis | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential |
| **Behaviour / competency** *(9)* | * Analytical thinking * Communication skills * Decisiveness * Initiative and proactivity * Relationship building * Results orientation * Technical and professional expertise | * Essential * Essential * Essential * Essential * Essential * Essential * 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 through feedback, coaching, development or 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 |