**Role Description – Digital Performance Specialist**

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

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