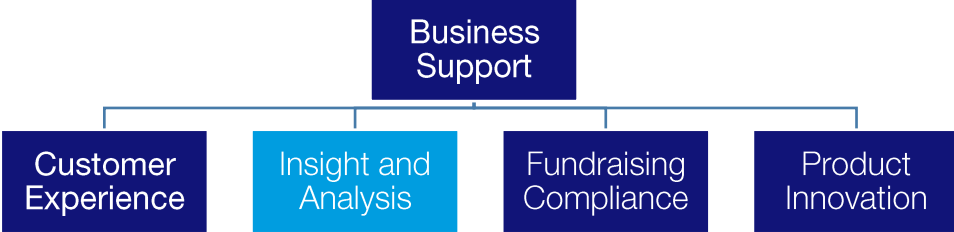
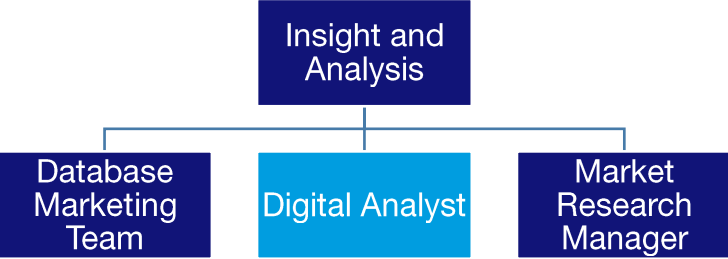


<p>Job Title Digital Analyst</p>	<p>Directorate and team This role sits in the Insight and Analysis Team in the Engagement and Fundraising Directorate.</p>
<p>Key focus of the role Becoming a more pro-active, data-driven organisation is critical to achieving our ambitions at Diabetes UK and this role will play a key part of helping us drive this change. This role leads our digital analysis, supporting colleagues to set up accurate tracking and reporting, generating meaningful insight and advising on our approach to digital to maximise digital engagement, all in a compliant and customer-centred way.</p>	 <pre> graph TD BS[Business Support] --- CE[Customer Experience] BS --- IA[Insight and Analysis] BS --- FC[Fundraising Compliance] BS --- PI[Product Innovation] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Drive and deliver our approach to digital analytics Design and oversee digital tracking Upskill staff digitally and move to a self-service data culture Ensure all our digital activity is compliant 	<p>Job and reporting Line</p>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 hours Band: 5 	 <pre> graph TD IA[Insight and Analysis] --- DMT[Database Marketing Team] IA --- DA[Digital Analyst] IA --- MRM[Market Research Manager] </pre>
<p>Key working relationships internal Business Support Team and all internal teams, particularly the Engagement and Fundraising Directorate, IT, Operations, PCI and Information Governance Team.</p>	
<p>Key working relationships external Digital agencies, consultants and system providers</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Delivering objectives	Communicating with others	Making change happen	Collaborating with others
<ul style="list-style-type: none"> 1. Design, implement and oversee digital tracking and tagging using Google Tag Manager 2. Ensure activities have clear goals and deliver reports and dashboards to monitor, evaluate and learn from what we do 3. Keep abreast of changes in data protection and play a key role in establishing governance and safety checks to maintain tracking accuracy and data compliance 	<ul style="list-style-type: none"> 4. Manage all requests through a ticketing system and report on progress and any issues to internal customers and management 5. Identify any problems, notify relevant staff, make recommendations and work with the Digital Team and staff to resolve them 	<ul style="list-style-type: none"> 6. Drive and deliver our approach to digital analytics using Google Analytics, Data Studio, Power BI and SEO platforms like SEM Rush to improve what we do 7. Provide recommendations for systems and tools that increase understanding of customers and how we can engage them 8. Support the delivery of the Data Strategy, ensuring that the collection and use of digital data is the represented throughout 	<ul style="list-style-type: none"> 9. Support and empower teams to make decisions based on digital analysis 10. Upskilling staff and building an internal community of practice, moving us towards a culture of self-service data 11. Explore how we bring together non-digital and digital data to build a full picture of how people engage with us and how we can engage them further

Skills, knowledge and behaviours – How you need to do it

Delivering objectives	Communicate with others	Managing and developing self	Collaborating with colleagues
<p>1. Work independently, once you've agreed objectives and work-plans with your manager, ensuring accuracy and meeting deadlines</p> <p>2. Maintain and develop your skills and knowledge by learning from other teams, keeping abreast of internal changes and external and attending training and conferences</p>	<p>3. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes.</p> <p>4. Influence others to persuade them to take action</p> <p>5. Develop and maintain effective working relationships with internal customers and managers</p>	<p>6. Take a proactive approach to identifying what needs to be done and take responsibility for making this happen</p> <p>7. Proactively suggest new ways of doing things to improve what we do</p> <p>8. Strive to get negative and positive feedback and view negative feedback as a challenge to be overcome</p>	<p>9. Build effective working relationships with others, especially when working across teams and directorates</p> <p>10. Identify barriers and address problems that may occur in cross charity projects</p>

Qualifications – Qualifications you need to carry out this role

N/A