

DIGITAL ENGAGEMENT ANALYST



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

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WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2 our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect our value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best UK Charities to Work For, and one of the top 75 Best Large Companies in London.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all our people and volunteers. We have a friendly and inclusive culture, with a wide range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy [EDI Strategy Branded version 22 March 2023.pdf](#) which is available on our Diabetes UK website.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title:	Digital Engagement Analyst
Contract type:	Permanent
Hours:	35 hours per week (full time)
Location:	Office based with 1 day a week in the office (WLH, London)
Band:	5
Key relationships (internal and external):	
<i>Internal:</i>	Digital & Content Services, PMO, Information Governance and Compliance, Fundraising, Events, Marketing, Media, Services Communities & Improvement, Healthcare Professionals, Policy, IT
<i>External:</i>	Relevant Digital partners (e.g. John Ayling Associates (JAA), Visual Web Optimiser (VWO), Torchbox, Reason)
Key focus of the role:	
The Digital Engagement Analyst (working alongside the Digital CRO Analyst) plays a key role in helping Diabetes UK understand and improve how people engage with our digital products and services. Working across web, apps and authenticated environments, you will turn data into actionable insight that informs decision-making and improves user journeys. You will support the development of robust measurement and tracking frameworks, ensuring we can accurately understand performance and user behaviour across our digital ecosystem. By combining strong analytical thinking with effective stakeholder collaboration, you will help translate complex data into clear recommendations that drive engagement, improve experience, and deliver greater impact for people affected by diabetes. This role provides the measurement and insight foundation that supports optimisation activity led by the Digital CRO Analyst.	

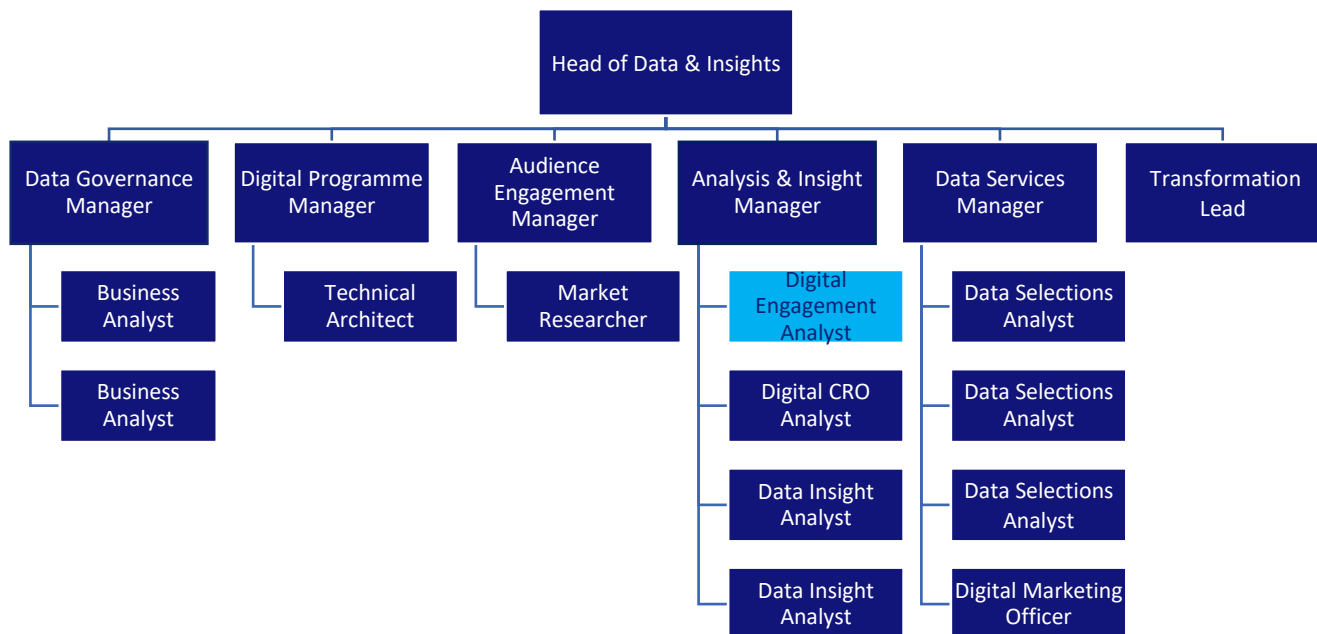
Directorate and team

This role sits in the Data and Insights team in the Engagement and Fundraising Directorate

Diabetes UK has recently undergone a significant organisational change with the Data & Insights team being created in July 2025 from the centralization of several specialist teams spread across the organisation. The remit of the new team is to work across the entire

organisation and drive a culture of data driven decision making that impact on the charity's ambitions.

Data & Insights Team



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

Deliver high-quality digital insight

- Analyse user behaviour across web, apps, and authenticated journeys to identify opportunities to improve engagement and conversion
- Translate data into clear, actionable recommendations that support digital performance and organisational goals
- Social media insights and web tracking to measure effectiveness, engagement, and performance across social channels

Support measurement, tracking and data quality

- Contribute to the development and maintenance of tracking frameworks across digital platforms including defining tagging structures
- Ensure data is accurate, reliable, and aligned with reporting and insight needs
- Support the implementation of privacy-compliant tracking, working with data governance and consent requirements
- Contribute to measurement approaches for cross-platform journeys, including authenticated user experiences (SSO)

Data Architecture & Technical Assurance

- Support the development and maintenance of analytics tracking frameworks and data structures that enable effective reporting and insight
- Ensure changes to digital platforms or tracking are properly measured and aligned with analytics requirements, working closely with technical teams and data governance colleagues
- Define appropriate tracking for new digital products and features to enable data driven insight and performance reporting
- Monitor tag performance, optimise configurations and maintain documentation for all setups and integrations

Benefit Realisation

- Support the evaluation of digital performance by analysing data and helping to demonstrate the impact and value of digital activity
- Translate analysis into clear insight that helps stakeholders understand what is driving performance and where improvements can be made
- Work with consent and compliance tools (e.g. OneTrust) to ensure data collection balances regulatory requirements with the needs of effective analysis
- Contribute to improving data quality and availability to enable better, faster decision-making across teams

Partner effectively with stakeholders

- Collaborate with product owners, internal stakeholders, and digital teams to understand business challenges
- Present insights in a clear, compelling way to drive decisions and action
- Build strong working relationships to embed data-led thinking across the organisation
- Actively collaborate with Diabetes UK's external SEO agency through working groups and key projects to support SEO strategy and delivery

Analytics & Continuous Improvement

- Use statistical techniques and analytical methods to uncover actionable insights and digital opportunities

- Assist with identifying hidden opportunities within digital journeys and datasets

Contribute to a strong analytics capability

- Collaborate with the wider Data & Insight team to share knowledge and improve ways of working
- Contribute to continuous improvement of tools, processes, and data quality
- Stay current with industry developments in analytics, optimisation, privacy and experimentation

You will have experience in:

- Use of Google Analytics (or an equivalent) and Looker Studio (or an equivalent)
- Working with Google Tag Manager 360 and be proficient in using Google Tag Manager's interface, triggers, variables, versions and tags (or an equivalent)
- Working with stakeholders to deliver insights
- Multi-tasking and working with multiple stakeholders
- Working with and managing multi-channel performance environments
- Coding experience (including SQL and BigQuery) desirable

You will have skills in:

- Curious and analytical mindset with a commitment to continuous learning and improvement
- Proactive, self-motivated and able to take ownership of delivering outcomes
- Skilled in analysing digital performance metrics and translating insights into conversion optimisation opportunities
- Able to work independently and prioritise competing demands to maximise impact
- Actively develops knowledge through professional networks and industry best practice, with a strong understanding of user experience and customer journeys

You will have knowledge:

- Digital analytics, measurement frameworks, and attribution
- Digital marketing and optimisation (SEO, UX, campaign performance)
- Data architecture, including an understanding of APIs and data collection, tracking frameworks and governance.
- Dashboarding and data visualisation approaches
- Regulatory requirements including GDPR, privacy regulations and cookie consent management
- HTML, CSS and JavaScript are desirable

The best person for this job will be (behaviours):

- Proactive and able to work autonomously
- Understand and support audience and stakeholder needs
- Calm under pressure
- Be a team player and able to promote both their team and the wider Data & Insights team
- Seeks external insights to help shape our future work and is ambitious for the future of diabetes
- Reflective approach and supports others to do the same

Qualifications/professional membership (if applicable):

- Google related qualifications (preferable)

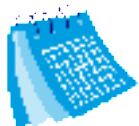
Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

BENEFITS

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefits we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

