

Job Description

Role Title: Digital Analysis Manager

Contract Type: Permanent

Hours: 35

Band: 4

Key Relationships: Internal & External

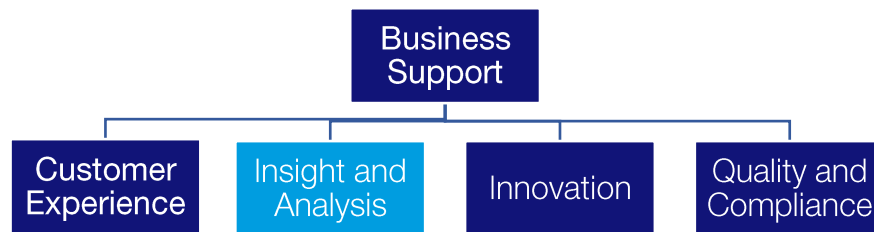
Key focus of the role:

Leading our digital analytics, this position will shape our approach to digital analysis, be pivotal in designing the architecture that holds our data and drive improvements in integrations and the technology we use to do this. This role will coach, support, and develop colleagues to maximise the use of digital data while managing and overseeing tracking. This role will champion our use of digital insight across all teams and help us use data to understand customers and change the lives of people affected by diabetes.

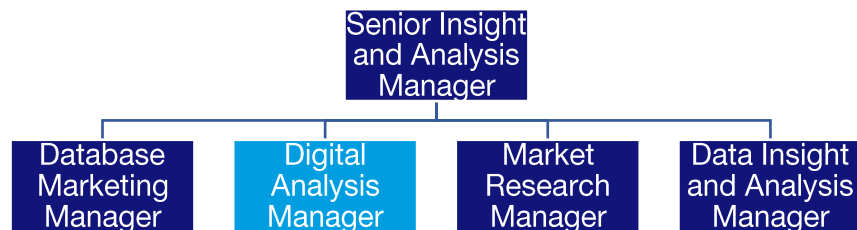
Directorate and team

This role sits in the [Business Support Team](#) in the [Engagement and Fundraising Directorate](#)

Department



Role and reporting Line



All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- The key activities you'll undertake (**the What**) and
- The skills, knowledge, experience and behaviours you need to be successful in this role (**the How**)

Key activities – What you need to do

1. Drive our strategic approach to digital analytics and translating strategic priorities into a delivery plan
2. Ownership of the digital measurement strategy and analytics operating model
3. Embed Google Analytics 4, shape the data architecture, our use of BigQuery and the technology we use for digital analytics
4. Ensure that digital data is the right format for ingestion into the business
5. Responsible for automating day to day processes to move to a self-service model and improve the experience for internal customers
6. Take a lead of the implementation of OneTrust cookie consent tool, being responsible for compliant use across all digital platforms and leading on regular digital marketing and GDPR compliance meetings
7. Oversee digital tracking, implementing or coaching colleagues to set up tracking, whilst maintaining an overview of standards, quality and compliance
8. Develop our suite of dashboards to monitor performance, help teams set metrics and make decisions based on insight
9. Be responsible for analytics systems and software, including Google Analytics, Google Data Studio, BigQuery, Power BI, OneTrust and SEO platforms, including SEM Rush and Google Search
10. Monitor analytics, identifying any problems, escalating where needed and, working with the Digital team, make steps to resolve them.

How you need to do it (the How)

Skills

1. Have a strategic mindset, able to deliver and iterate the digital analysis strategy and support on shaping how digital data fits within our data architecture
2. Take a proactive approach to identifying what needs to be done and take responsibility for making this happen

3. Skilled in looking at end to end analytics, drawing out actionable insight, then helping people to implement changes
4. Work independently, once you've agreed objectives and plans, prioritising effectively to have the most impact
5. Developing your skills and knowledge through agencies and external networks, particularly around the move to Google tools

Knowledge

1. Knowledge of digital strategy and tactics
2. Knowledge of digital analytics tools and platforms
3. Knowledge of dashboard and visualization tools and techniques
4. Knowledge of digital marketing, including social media, PPC and SEO
5. Knowledge of cookie consent management and digital analytics compliance

Experience

1. Experience using Google Analytics, Google Data Studio, BigQuery, Power BI and SEO platforms, including SEM Rush and Google Search Console, to improve what we do
2. Experience of presenting insight clearly and influencing others to make data-driven decisions
3. Experience using Google Tag Manager and experience of managing tracking on multi-channel campaigns
4. Experience managing multiple projects and driving change at a senior level
5. Experience managing agencies to support with the digital analytics workload
6. Experience supporting and leading colleagues to deliver change projects aligned with organisational strategies

Behaviours

1. Build effective working relationships with others, being able to influence at a senior level
2. Able to use knowledge of the external environment to inform how you influence others to make difficult decisions
3. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes
4. Self-motivated and competent at driving change to improve what we do
5. Identify barriers and address problems that may occur in cross charity projects
6. Organise your time and workload to meet deadlines in a calm manner

Qualifications/professional membership (if applicable):

None required, Google Analytics or Digital Marketing qualifications are desirable