

**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



**DIGITAL OPTIMISATION  
ANALYST**

# 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 your 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.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

**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 Optimisation Analyst

**Contract type:** Permanent

**Hours:** 35 (full-time)

**Band:** 5

**Key relationships (internal and external):**

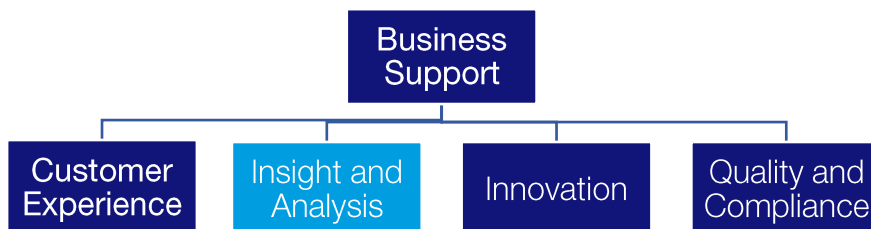
Key focus of the role: Supporting the Digital Analysis Manager, this position will be critical in helping further develop our Conversion Rate Optimisation (A/B & MVT) programme. This role will be pivotal in aiding Diabetes UK in leading 'data-first', through scientific testing and analysis. In working with various stakeholders, you will help them to understand and fully utilise this digital data to continue to improve customer journeys and maximise conversion opportunities across our websites.

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.

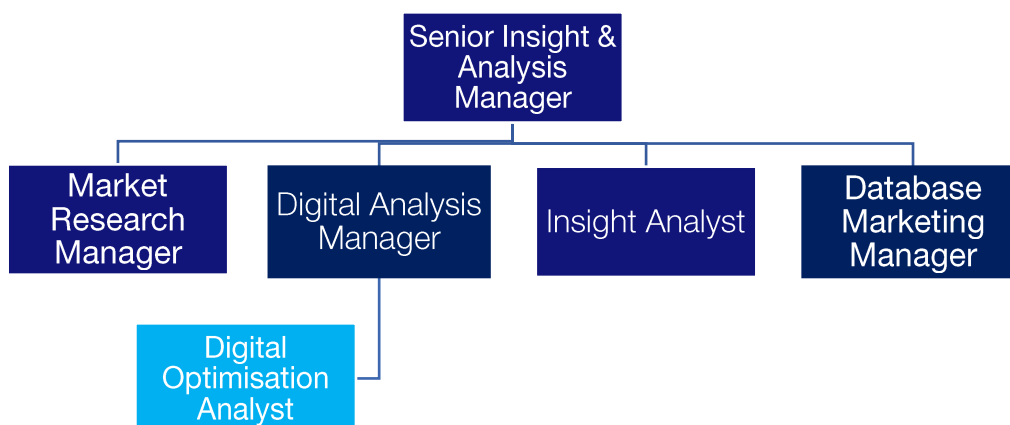
## Directorate and team

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

### Department



### 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. Ownership of the in-house CRO Testing tool (Webtrends Optimize) – you will be responsible for owning the tool, managing access and ensuring tracking is effectively maintained throughout
2. Physical implementation of any agreed A/B & MVT Tests via Webtrends Optimize (using the visual or code editor), and ensuring tests are fully concluded from start to finish as an end-to-end process
3. Analysis of tests via any internal KPIs and results or ‘Goals’ inside of the Webtrends Optimize platform (to understand how close tests running are to statistical significance and how much longer they are needed to run, and how ended tests have performed and what the follow-up actions should be)
4. Use of supporting digital analytics (via tools such as GA4 and Looker Studio) to help provide additional analysis and inform on any future actions off the back of concluded tests
5. Helping to create and shape hypotheses for testing, and as part of this, being able to assess the feasibility and impact of any developing hypotheses for future testing
6. Co-management of the Optimisation programme: helping to determine which tests need to be prioritised and based on current schedules, which tests may need to end prematurely and which need to progress further (allowed more time or ended to make way for other tests / be developed into subsequent tests)
7. Developing a close relationship with Product owners and Digital stakeholders to help build a wide and expansive network of knowledge which can then feed into the programme, working alongside other avenues of progression and development
8. Developing processes for reporting (as a part of 6 & 7)
9. Agreement and evaluation of KPIs on a test-by-test basis, and ongoing evaluation of long-term KPIs to align with our other Digital KPIs / organisational reporting
10. Usage of GA4 and other digital analysis tools (e.g. Search Console, Hotjar) to help with any investigations required by stakeholders and Product Owners (as a part of the regular Analytics support provided by the Business Support team)
11. Ad hoc / supporting analysis as required by the Digital Analysis Manager
12. As a key owner of the testing platform and a co-manager of the CRO programme, you will help to test, inform and drive change across the organisation.

## Person specification

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)

### You will be able to:

- Have an 'open' and scientific mindset – with a propensity for learning
- Take a proactive approach to identifying what needs to be done and take responsibility for making this happen
- Be skilled in understanding and interpreting KPIs in relation to site performance and how KPIs can be levered to further boost Conversion
- Work independently, once you've agreed objectives and plans, prioritising effectively to have the most impact
- Developing your skills and knowledge through agencies and external networks, maintaining a strong awareness of considered Best Practices for User Experience and Customer Journey

### You will have knowledge of:

- Knowledge of user experience and customer journey
- Knowledge of digital analytics, tools and platforms
- Knowledge of different reporting techniques and styles (e.g. Excel, Looker Studio)
- Knowledge of digital marketing and customer journey (social media, PPC and SEO)
- Knowledge of the principles of A/B & MVT Optimisation

**You will have experience in:**

- Experience using Google Analytics (or an equivalent), Looker Studio (or an equivalent) and an understanding/knowledge of Tag Management Systems (Google Tag Manager or an equivalent).
- Experience of presenting insight clearly and influencing others to make data-driven decisions
- Experience of tracking on multi-channel campaigns is important
- Experience of multi-tasking and working with multiple stakeholders is critical
- Experience supporting and leading colleagues to deliver change projects aligned with organisational strategies
- Coding experience (including SQL and BigQuery) desirable.

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

- Build effective working relationships with others, being able to manage multiple stakeholders but also to advise and influence as appropriate
- Able to use knowledge of the external environment to inform how you influence others to make difficult decisions
- Confidently and clearly communicate with others, ensuring they have clear expectations of what you will deliver – including timeframes
- Self-motivated and competent at driving change to improve what we do
- Organise your time and workload to meet deadlines in a calm manner
- Consider data first and ensure that data helps drive decision-making

**Qualifications/professional membership (if applicable):**

None required, Google Analytics or Digital Marketing qualifications are desirable.

# 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.



## Get in touch

Email [recruitment@diabetes.org.uk](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

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

