

DIGITAL INSIGHT ANALYST



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

DIABETES UK
HEALTHY LIVING. FIGHT DIABETES.

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

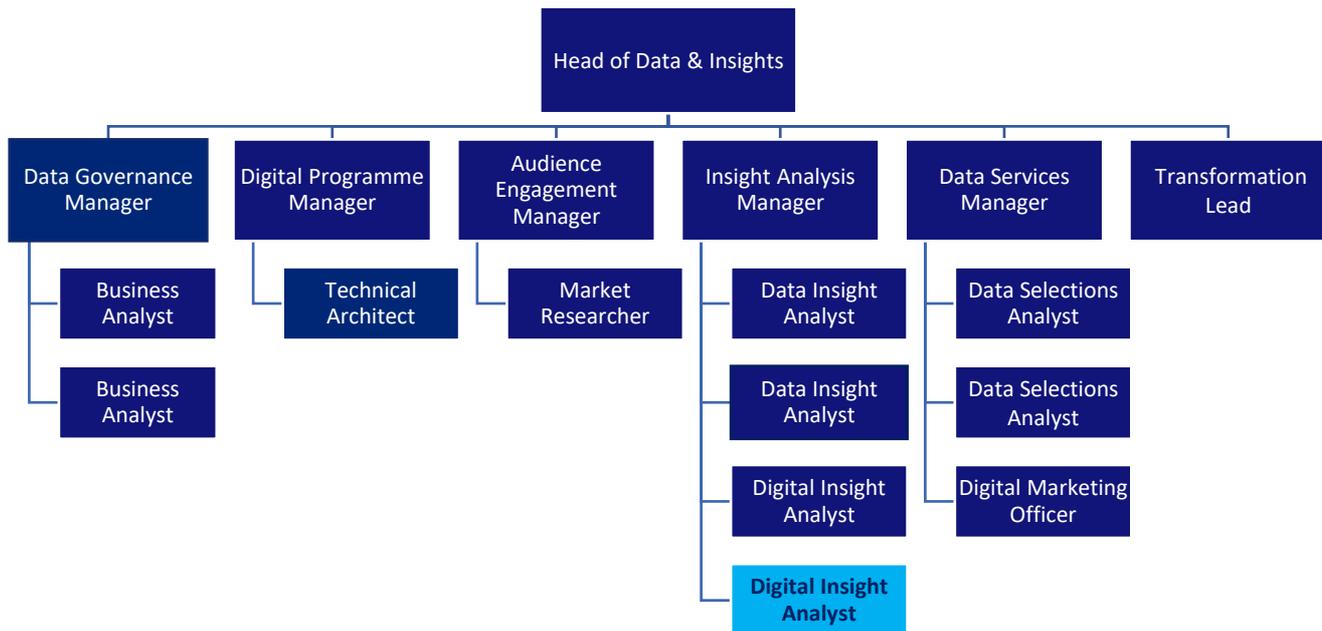
Role title:	Digital Insight Analyst (CRO)
Contract type:	6-9 month contract
Hours:	35 hours per week (full time)
Location:	Office based with 1 day a week in the office (WLH, London)
Band:	5
Key relationships (internal and external):	
<i>Internal:</i>	Fundraising, Marketing, Media, Services Communities & Improvement, Policy, IT, Information Governance and Compliance & any supplier agencies
<i>External:</i>	Supplier agencies – VWO (CRO tool), Supermetrics
Key focus of the role:	
To champion the use of digital insight to understand customers, fuel smarter decisions and improve online performance increasing engagement, income and ultimately, having greater impact. To lead the development of our Conversion Rate Optimisation (A/B and Multivariate Testing) programme, driving a test and learn approach. To play a key role in building reports in GA4 and Looker Studios translating complex datasets into actionable insight and support in managing tracking and tagging. To build a community of practice, promoting self-service digital insight, coaching teams to independently access and use tools.	

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 centralisation 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 delivers 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:

- Drive our strategic approach to digital analytics, translating strategic priorities into actionable plans.
- Manage the in-house CRO VWO testing tool and programme (A/B and multivariant tests) – Work with stakeholders to come up with hypotheses, implement agreed tests and ensuring tests are effectively managed from ideation to conclusion.
- Take a proactive approach to identifying what needs to be done and take responsibility for making this happen while focusing on the projects that will deliver the most impact and income.
- Work closely with teams to identify insight needs, overarching performance and campaign KPIs, then building solutions to meet requirements.
- Analyse digital data in GA4, Looker Studios and Big Query to improve performance, making recommendations to product owners and stakeholders and supporting implementation.
- Manage, develop and promote a suite of Google Looker Data Studio and Big Query Reports that service the whole charity.
- Implement cookie consent tools, working with the Legal team to ensure compliant use across all digital platforms and attend regular digital marketing and GDPR compliance meetings.

- Be responsible for analytics systems and software, including Google Analytics, Google Looker Data Studio, BigQuery, Power BI, OneTrust and SEO platforms, including SEM Rush and Google Search.
- Coach, train and upskill staff to improve their confidence and ability to use standard GA4 reports, create custom reports and use Big Query reports.
- Support in oversee digital tracking, directly or through coaching colleagues to set up tracking, whilst maintaining an overview of standards, quality and compliance.
- Work closely with colleagues across the Data & Insight team to drive a culture of self-service insight, share learnings, inform decision making and deliver marketing and engagement activity through all channels.

You will have experience in:

- Managing a conversion rate optimisation programme that delivers quantifiable improvements
- Building reports in GA4 and Google Looker (Data Studios), analysing data, producing tailored recommendations and implementing improvements.
- Using Google Tag Manager and managing tracking on multi-channel campaigns
- Understanding stakeholder requirements, assessing and prioritising requests then delivering actionable insights that drive engagement and income.
- Working within a business environment and understanding the wider context to contribute to the strategy.

You will have skills in:

- Testing methodology and the principles of A/B & MVT Optimisation
- Advanced digital analysis including using GA4
- Data visualisation, using Google Looker (Data Studio) and/or Power BI
- Tracking and tagging, including events, pixels and UTM parameters
- Understanding and interpreting KPIs/metrics in relation to site performance and how to improve performance
- Stakeholder management, prioritisation and influencing

You will have knowledge:

- Digital analytics tools and platforms
- SEO tools and techniques including SEM Rush and Google Search Console
- Multi-channel, digital marketing, including social media, PPC and SEO
- BigQuery and its role in digital architecture and design
- Knowledge of digital strategy
- Knowledge of cookie consent management and digital analytics compliance
- Knowledge of Not-for-Profit sector and/or healthcare is desirable

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

- Translate complete data into tangible actions, inspiring and supporting teams to make change.
- Keep abreast of ever-changing technology and driven to find technological solutions to our challenges.
- Passionate about testing and able to strategically manage and lead CRO testing programme.
- Understand how digital fits into the bigger picture
- Understand self-service insight model and enjoy coaching teams to develop their analytics capabilities.
- Enjoy presenting findings and answering 'so what?'
- Able to network and influence across a whole organisation
- Be a team player and able to promote both their team and the wider Data & Insights team

Qualifications/professional membership (if applicable):

TBC

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

