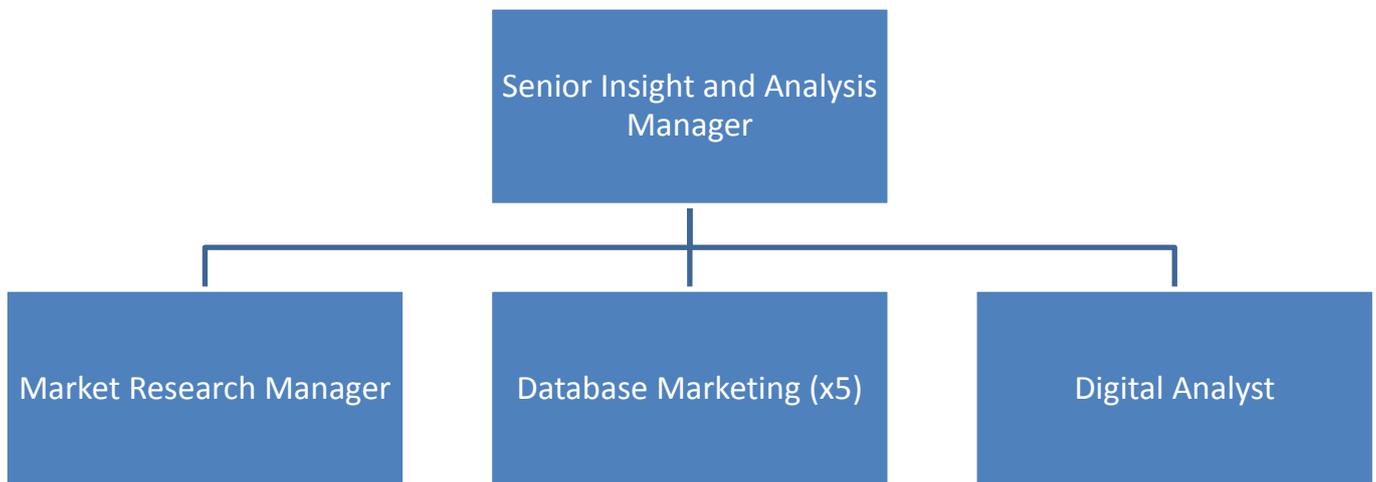


Job Title: Digital Analyst

DIRECTORATE:	Engagement and Fundraising
SECTION:	Business Support
REPORTING TO:	Senior Insight and Analysis Manager
CONTRACT:	Perm, Full-time



WORKING RELATIONSHIPS:

Inside Diabetes UK
Engagement and Fundraising directorate, IT, digital team, outcome leads across the organisations
Outside Diabetes UK
Digital agencies, website agency, suppliers, other charities and voluntary organisations

OVERALL PURPOSE OF THE JOB

The Digital Analyst will advance and develop an evidence based decision making culture, enabling us to maximise our digital opportunities and add value to our engagement activities.

MAIN DUTIES AND RESPONSIBILITIES:

- Provide meaningful and actionable insight into our digital activities using Google Analytics, Data Studio and Power BI and SEO platforms like SEM Rush
- Drive and deliver new ways of using digital analytics that add value to our engagement activities and help us plan for future opportunities
- Ensure that campaigns and activities have digital KPIs and clear objectives defined and that these are monitored and evaluated
- Use Google Tag Manager to set up and check tracking for our campaigns and activities
- Provide recommendations for systems, processes, models and tools that help us understand more about our customers and the ways which we can engage them
- Deliver regular reports/dashboards on our digital presence and identify challenges and opportunities as a result
- Help us understand how we can optimise our digital presence and deliver A/B tests that maximise engagement across multiple products
- Explore how we bring together non-digital and digital insight to allow us to build a full picture of how people engage with us and how we can support them further
- Empower teams to make decisions based on digital analysis
- Build a community around digital analysis, moving us towards a culture of self-service data and where we can share significant developments impacting on our analytics
- Support the delivery of our Data Strategy, ensuring that the collection and use of digital data is the represented throughout
- To keep abreast of challenges and opportunities arising regarding data protection and contribute towards ensuring that our digital data is meeting GDPR standards
- Keep up to date on analysis trends and products, developing relationships with peers in other charities and sector wide experts.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Champion the use of digital insight in all of the work that we do across a breadth of activities
- Pull out actionable insight from digital activity and ensure it is used to help shape future activities
- Agree digital targets, KPIs and outcomes with stakeholders, monitoring and evaluating them
- Engage and influence stakeholders in the application of data insight
- Work with a high degree of autonomy, initiative, and proactivity
- Present findings to a variety of internal audiences effectively in a range of formats, for example dashboards, presentations or written reports
- Collaborate across the Engagement function to drive improvement and excellence

The best person for this job will have experience in:

- The use of digital analysis tools such as Google Analytics, Google Tag Manager, Data Studio and Power BI as well as Facebook insights and Twitter analytics
- Reporting on digital activities across a range of ways, including written reports, dashboards and presentations
- Using data led insight to support continuous improvement in a digital environment
- Testing digital products and evaluating reach and impact
- Influencing stakeholders to use data insight when designing activities to increase engagement
- Providing training and guidance in digital analytics across teams
- Strong understanding of compliance regulations in respect to data and GDPR.

The best person for this job will be:

- An experienced digital analyst, driven to apply insight that adds value to our work
- An effective communicator with all levels of the organisation, to those both with and without an in-depth understanding of digital analytics
- Flexible, disciplined, and able to prioritise work effectively
- Curious and driven to know more
- Committed to Diabetes UK's values and sense of purpose.