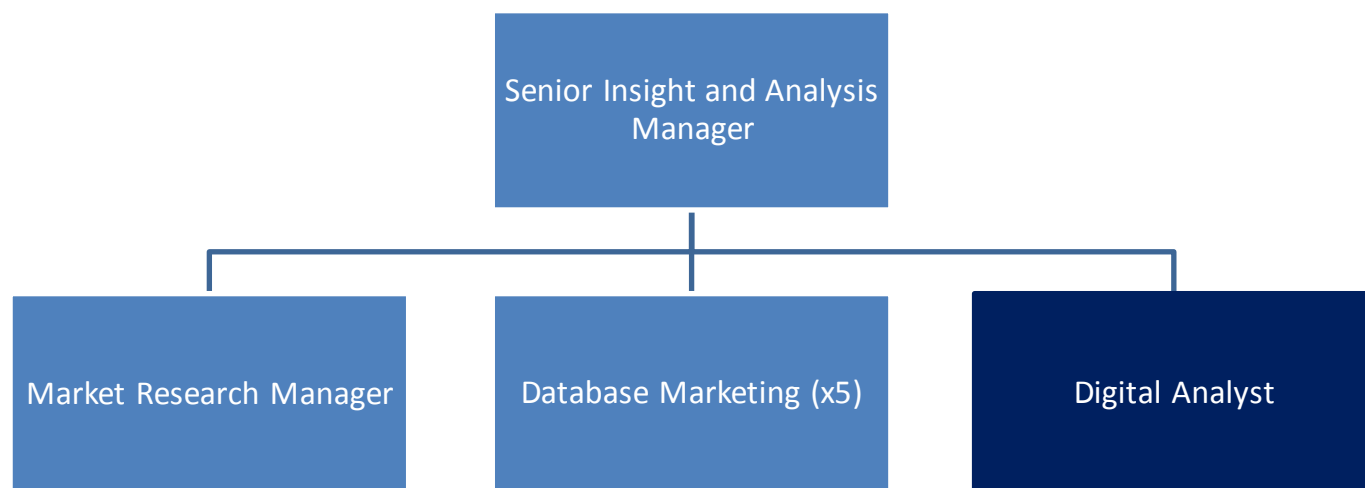


Job Title: Digital Analyst

DIRECTORATE:	Engagement and Fundraising
SECTION:	Business Support
REPORTING TO:	Senior Insight and Analysis Manager
CONTRACT:	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 drive and develop an evidence based decision making culture, enabling us to maximise customer engagement and deliver our strategy.

The role will do this by tracking digital activity to show teams what is working and what is not working, diagnosing why that is the case, then making recommendations on how to improve it. The role will drive a consistent, joined up and compliant approach to digital analysis to ensure that we are analysing accurate and appropriate data, viewing the whole picture and working together to give customers a relevant and engaging experience.

MAIN DUTIES AND RESPONSIBILITIES:

- Design, implement and oversee digital tracking and tagging using Google Tag Manager for our campaigns and activities
- Drive and deliver our approach to digital analytics using Google Analytics, Data Studio and Power BI and SEO platforms like SEM Rush to provide actionable insights and improve what we do
- Ensure that campaigns and activities have a clear goals and KPIs and that these are monitored, evaluated and learnt from
- 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 data and insight to allow us to build a full picture of how people engage with us and how we can support them further
- Support and 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 play a key role in creating the right governance and safety checks to maintain tracking accuracy and data compliance
- Keep up to date on analysis trends and products, developing relationships with peers in other charities and sector wide experts.

PERSON SPECIFICATION:

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

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.