

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time.

Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

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| Job title | Analytics Specialist | Division/Team | Strategy and Communications/Analytics |
| Contract type | Maternity Cover | Location | London |
| Closing Date | 31 st January 2020 | Salary/Range | £35,000 |

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| Context | |
| Analyse digital data, providing insights, analysis and recommendations for internal and external stakeholders. Contribute to the overall achievement of VisitBritain's and VisitEngland's digital ambitions and organisation's performance. You will provide insights from data, build reports and provide recommendations for the entire organization. This role will help the Head of Analytics provide action-based analytics and interpretation of digital, e-commerce, retail and B2B activities for VisitBritain and VisitEngland. | |
| Main purpose of the role | |
| Analyse digital data, provide insights, analysis and recommendations for internal and external stakeholders, to contribute to the overall achievement of VisitBritain's/VisitEngland's organisational objectives. | |
| Resource management and key relationships | |
| Staff managed¹ | None |
| Budget managed | None |
| Reports to² | Head of Analytics |

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| Main Duties | |
| key objectives and targets | % Time / Importance |
| <p>1. Reporting and Interpretation</p> <ul style="list-style-type: none"> Provide reports and interpretation to ensure that internal teams are able to understand all elements of digital performance. Including website (corporate and consumer), social media, B2B, trade, email-marketing, marketing campaigns. Reporting on a daily, weekly and monthly basis for all performance marketing including; <ul style="list-style-type: none"> Website KPI data reports: visits, conversion rates, engagement Product sales data Conversion funnel Acquisition channels (PPC, SEO, affiliate, email, social media etc.) Collation, interpretation and presentation of timely reports. | 30% |
| <p>2. Digital Analysis and Recommendations</p> <p>Lead on analysis for the digital team – including:</p> <ul style="list-style-type: none"> Analysing digital sources, Sales, Customer and Product performance and make insightful recommendations and presentations to stakeholders. | 30% |

¹ Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

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| <ul style="list-style-type: none"> • Website analysis – report on effectiveness of VisitBritain websites and make recommendations on how to improve the sites, tagging of contents, including conversion and website functionality • Online marketing analysis – carry out traffic analysis to inform the marketing team on channels to assess the effectiveness of the websites • Evaluate and report on the impact of changes / new initiatives across digital platforms. • Making action-based recommendations for interface enhancements to maximise engagement. • Communicate analysis to stakeholders within the marketing teams ensuring they understand the findings, and take part in discussions about implications and next steps. | |
| <p>3. Technical analytics</p> <ul style="list-style-type: none"> • Maintain the analytics software in the back end, making sure data is coming through correctly. • Make sure all marketing activity is tracked correctly via trackable links. • Set up tracking for campaigns as required. • Support Tableau dashboard creation and maintenance. • Support technical digital auditing. | 10% |
| <p>4. Strategy</p> <ul style="list-style-type: none"> • Contribute to digital analytics strategy, developing and communicating best practices for digital metrics and delivering initiatives that maximise performance • Contribute to strategy for the digital platforms / marketing via analytics knowledge, insights and expertise | 10% |
| <p>5. Digital knowledge and awareness</p> <ul style="list-style-type: none"> • Monitor other sources of digital intelligence (e.g. trends, analysis innovations, industry best practice) to continually improve our understanding and ensure internal stakeholders are abreast of wider digital developments • Provide recommendations about improvements/enhancements to VisitBritain’s tracking capabilities across current platforms to deliver greater depth of understanding • Championing web analytics around the organisation | 5% |
| <p>6. Team and Stakeholders Management</p> <ul style="list-style-type: none"> • Work closely with and build excellent relationships with key stakeholders. • Responsibility for the analytics of various international markets. • Work closely with the team and build excellent relationships with key stakeholders across the entire organization. | 5% |
| Person Specification | |

| Essential knowledge, skills and experience | |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Requirement |
| 1 | Deliver regular reporting, insights and recommendations to the organisation. Strong presentation and storytelling skills. |
| 2 | Excellent proficiency in the set-up, use and training of Google Analytics and Google Tag Manager |
| 3 | Analysing marketing data that are produced from various marketing sources (search, display, social, email, etc.) and providing insights and recommendations. |
| 4 | Significant experience of website analysis (how site functionality works, investigating areas of potential for the digital team to work on, recommendations to optimise website performance and conversion). |
| 5 | An understanding of web/editorial content analytics, tagging and performance reporting is highly essential. |
| 6 | Google Analytics is essential. |
| 7 | Google Tag Manager essential. |
| 8 | Tableau is essential. |
| 9 | Advanced Excel skills are essential. |
| 10 | A graduate level relevant degree or equivalent experience. |
| Essential personal style and behaviours | |
| | Requirement |
| 1 | Excellent organisational skills. |
| 2 | Excellent time management skills with the ability to prioritise workload efficiently. |
| 3 | Switched on and self-starter attitude to work. |
| 4 | Strong team orientation with a willingness and preparedness to share and seek information, knowledge, help and support others in the team. |
| 5 | Excellent verbal and written communication skills, both written and verbal with particular skill in interpreting to non-technical audiences. |
| 6 | Enthusiastic and energetic. |
| 7 | Ability to quickly understand and work with a number of new tools. |
| 8 | Be a digital analytics champion. |

| Desirable requirements | |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Web analytics & optimization experience in trading online environment ('real time' a preference). |
| 2 | Ability to present data in a way that is simple to interpret and cascade out to the organisation as a whole whilst making helpful recommendations. |
| 3 | Knowledge of digital channels, best practice user experience, internet principles, online marketing practices. |
| 4 | Knowledge of JavaScript, HTML, CSS. |
| 5 | Reporting automation is desirable. |
| 6 | Excel VBA. |
| 7 | SQL. |
| 8 | Power BI or Similar. |