



<b>Job Description &amp; Person Specification</b>	
<b>Post title:</b> Senior Digital Analytics and Optimisation Specialist	<b>Post No:</b> 550783
<b>School or Department:</b> CAMS: Communications, Admissions, Marketing and Student Recruitment	<b>Date created:</b> April 2024
<b>Grade:</b> I	<b>Hours per week:</b> 37
<b>Fixed term end date</b> (if applicable):	
<b>Other requirements of the role:</b>	
<b>Immediate line manager:</b> Head of Web and User Experience	
<b>Title &amp; Grade of posts line managed by post holder:</b> Digital Web Analyst (E), Web Operations and Optimisation Manager (H) - dotted line management	

#### **Job purpose:**

Responsible for analysing and reporting on activity across Nottingham Trent University's digital touchpoints, including websites, mobile apps, social media and CRM. Key goals are to drive online performance, improve user experience and optimise return on investment of digital (and wider) marketing activity.

Working within a collaborative and agile Web and Digital Content team, you will champion new approaches and embed a data-driven mindset across all digital marketing and communications.

You will lead the development of regular digital analytics reports, campaign reports and dashboards for the wider Marketing team and senior management. You will work in partnership with internal stakeholders to ensure that all reports are up to date and relevant to their activities. You will also provide relevant insights to make informed recommendations on web content optimisation and campaign performance.

#### **Principal duties and responsibilities:**

The role will encompass all the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager:

#### **Reporting and analysis**

- Overall responsibility for the development and maintenance of all digital metrics, across web, social, and CRM.
- Develop a centralised analytics framework to enable the consistent measurement of the effectiveness, efficiency, and conversion across digital marketing channels (including pay-per-click, organic search, affiliate marketing, social, etc).
- Produce regular digital analytics and campaign evaluation dashboard reports for management, providing insight and recommendations for improved campaign/content performance.

#### **Optimisation**

- Working closely alongside the Senior Digital Marketing and Campaigns Manager, support the delivery of digital marketing and content strategies through optimisation of:
  - Digital marketing, such as Google Ads, paid social and display advertising
  - Social media engagement
  - Organic visibility for search engines and AI
  - User experience of website, including content recommendations, user journey improvements, form fields and UI, site search and other aspects of the digital experience

- Search engine optimisation (SEO), including keyword research, competitor analysis.

### **Data capture and tracking**

- To work with the Web developers and Digital Technologies system developers to implement appropriate tagging and event tracking across domains and platforms.
- Ensure that data capture is comprehensive, accurate and respectful of users' expectations around privacy and data usage.
- In consultation with Governance and Legal Services, ensure that all data processing is conducted in line with GDPR, cookie consent and data protection legislation.
- Effective data management, including identifying and resolving defects through cleansing, quality, and auditing functions.
- Lead on the management and governance of Google Tag Manager in collaboration with the Senior Digital Marketing and Campaigns Manager.

### **User insights**

- Working with User Experience colleagues and the Portfolio and Insight team to understand user behaviour and interests. Provide recommendations to enhance value propositions and decision-making.
- As part of the Web and Digital Content team, support the agile delivery approach by providing relevant analytics, usability, and A/B testing, to identify improvements and to test changes or new features.

### **Collaboration and support**

- Establish and build strong working relationships with key internal partners, including the Central and Schools Marketing teams, to facilitate implementation and adoption of optimisation initiatives.
- Support colleagues by being hands-on in making and testing changes to content, creative and tactics in line with data insights and optimisation plans.
- Collaborate with colleagues to ensure the integration of data across systems and functions, e.g. with CRM and the Portfolio and Insight team, to help provide a joined-up understanding of the whole student journey.
- Provide consultative services across the University in relation to digital marketing and web analytics and reporting.

This role will also be expected to represent the University as required at various internal and external events.

**N.B.** The post holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

The post holder will be required to support the delivery of Marketing campaigns and activity, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) telephone campaigns, recruitment activity, recruitment fairs.

The post holder may be required to be available on-call to cover specified out of hours duties or in an emergency situation.

The post holder may be required to undertake any other duties, which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

## Personal Attributes

Attributes	Essential	Desirable
<b>Knowledge</b>	<p>In-depth knowledge of Google Analytics 4, including event tracking, conversions, audiences and attribution.</p> <p>A good understanding of Big Query and SQL</p> <p>In-depth knowledge of Google Tag Manager and a keen awareness of upcoming changes such as the removal of third-party cookies.</p> <p>An understanding of core web technologies (HTML, CSS, and JavaScript) and web content management systems.</p> <p>Knowledge of GDPR and Cookie consent legislation.</p> <p>Understand of SEO techniques and optimisation.</p>	<p>Knowledge of Power BI and MS Dynamics.</p> <p>Knowledge of accessibility standards.</p> <p>An understanding of Google Ads and paid marketing activity.</p>
<b>Skills</b>	<p>Strong communication skills, including ability to explain data-based insights to non-technical audiences.</p> <p>Ability to interpret data and demonstrate investigative research and analytical skills to make recommendations or fix issues.</p> <p>Ability to work autonomously and juggle work priorities with diverse demands and meet deadlines.</p> <p>Team player, with a willingness to roll up sleeves and deliver hands-on help as part of a team.</p> <p>Skilled in thinking creatively and strategically about the big picture.</p> <p>An ability to provide a customer-focused service to a range of stakeholders.</p>	<p>Ability to configure or amend custom event tracking and interactivity using JavaScript and data layers.</p> <p>Understanding of user experience (UX) principles.</p>
<b>Experience</b>	<p>Experience of working in an analytical role using digital data in a marketing context.</p> <p>Experience of customer marketing databases and customer analysis software.</p> <p>Experience of analysing and reporting in website performance and testing strategies to maximise desired outcomes and deliver against agreed KPIs.</p> <p>Experience of SEO tracking and reporting</p>	<p>Digital marketing experience in the context of Higher Education student recruitment</p> <p>Prior experience of working with data in MS Dynamics.</p> <p>Design, content, and creative experience, so you can be hands-on with testing and making changes.</p>

<b>Qualifications</b>	Educated to degree level or have an equivalent professional qualification or can demonstrate relevant work experience.	Qualification in a related area, e.g. digital marketing, statistical analysis.  Certification in Google Analytics or similar.
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<b>Competencies</b>	
<b>Essential Competencies</b>	<b>Desirable Competencies</b>
<p><b>Team Working (Level 4)</b> Recognises and develops opportunities for team working at cross-University level, driving improvements to the teams' outputs/service and developing colleagues within the teams.</p> <p><b>External Customer Focus and Insight (Level 4)</b> Anticipates needs of customers, seeking evidence of demand from market(s). Translates external demand to internal stakeholders.</p> <p><b>Adaptability (Level 3)</b> Embraces and manages change. Seeks opportunities for change. Uses established tools, techniques and methodologies to plan and implement change. Internal Relationship</p> <p><b>Management (Level 4)</b> Seeks out and manages long term relationships with stakeholders. As a critical partner, contracting with stakeholders to develop strategic initiatives to deliver quality and values service</p> <p><b>Communicating and Influencing (Level 4)</b> Communicates and negotiates effectively with a range of stakeholders on complex matters which have future implications for the success of the University. Alert to internal and external dynamics of the organisation. Incorporates wider political factors into influencing strategy.</p> <p><b>Making Informed Decisions (Level 3)</b> Uses a wide range of complex data to take controlled risks to achieve greater gain. Uses trends and data to establish controls and performance indicators.</p> <p><b>Organisation and delivery (Level 3)</b> Takes account of organisational priorities to ensure that operational and strategic plans are being implemented and achieved.</p> <p><b>Leading and Coaching (Level 3)</b> Is visible and publicly champions initiatives to provide direction. Takes responsibility for an area of work and for its outputs. Makes time to get to know people and motivate them. Regularly reviews performance of self and others</p>	

[N.B All competencies should be drawn from the NTU Competency Framework, which can be found [here](#)]

**Job Description and Person Specification created by:** Head of Web and User Experience