Nottingham Trent University

Digital Web Analyst Coordinator
School or Department: CAMS: Communications, Alumni Relations, Marketing and Student Recruitment
Grade & Salary: Grade E (£27,246 - £28,608)

Job purpose:

To support the Digital Web Analyst to deliver the provision of marketing and web analytics using digital data for insight and campaign development.

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:

1. Support in the development and maintenance of web metrics through various tracking platforms including Google Analytics 4 and Microsoft Clarity.

2. Support stakeholders by providing dashboard analytics and reports for general web statistics and multi media campaigns using Google Looker Studio.

3. Analyse data through a range of digital tools to serve the needs of business partners by including (but not limited to) inbound customer touch points, search performance, user engagement and conversion data.

4. Use Google Looker Studio dashboards to highlight actionable insights and recommendations for improvedcontent performance, search rankings, and conversion tracking across digital channels.

5. Collaborate with the Web and Digital team to support troubleshooting and issue resolution and ensure decisions oncontent strategy are informed by evidence.

6. Support colleagues with user research and user journey planning, offering insight into audience profiles and provide analysis into customer behaviours and trends.

7. Be aware of the latest market research and key trends in Higher Education and make recommendations onmarketing activity based on these findings.

8. 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

Our Principles, Our Ways:

Our Ways represents a commitment to making a difference, taking bold steps, and maintaining moral standards. It's about proactively creating positive change while prioritising integrity and accountability in all our actions. We encourage colleagues to strive towards Our Ways with the following behaviours:

Our Ways		
We change lives.	**We are bold.**	**We do the right thing.**
Relationships with others	Adaptability	Planning and delivering work
Delivering through others	Problem solving	Accountability
	Developing yourself	

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Personal Attributes:

Attributes	Essential	Desirable
Knowledge	Experience of working with Google Analytics or other analytics platforms. Ability to visualize data to communicate key findings. Knowledge of website best practice for content and search engine optimisation.	Knowledge of digital analytics tools specifically Google Analytics 4 and Tag Manager. Knowledge of HE sector. Knowledge of accessibility standards. Knowledge of GDPR. Knowledge of SEO tracking and reporting.
Skills	Excellent interpersonal skills, with strong communication skills (written and verbal). Excellent attention to detail. Ability to work autonomously and juggle work priorities with diverse demands and meet deadlines. Able to work effectively as a team member, with a willingness to roll up sleeves and deliver hands-on help as part of a team. Demonstrable creative and innovative skills. An ability to provide a customer-focused service to a range of customers.	Demonstrable experience of turning data into actionable insights; proven ability for storytelling to ensure the insight is well understood and influencing relevant stakeholders to act.
Experience		Prior experience of marketing, communications, or student recruitment in HE. Experience of working in an analytical role using digital data in a marketing context.

		Experience of analysing and reporting in website performance, and testing strategies to maximise desired outcomes and deliver against agreed KPIs. Experience of customer marketing databases and customer analysis software.
Qualifications	Educated to degree level or, have an equivalent professional qualification or can demonstrate relevant work experience.	