

**JOB DESCRIPTION**

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| **Job Title** | Digital Analyst – maternity cover |
| **Service** | External Relations |
| **Grade and Salary Range** | **E: £39274 to 44655 pro rata**  |
| **Location:** | Docklands Campus  |
| **Reporting to** | Head of Digital  |
| **Liaison with** | Staff within the External Relations Directorate and other key stakeholders within the University |
| **Contract type** | Fixed term Until 31/08/2025, Full time, 35 hours per week  |
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Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**THE DEPARTMENT (External Relations Directorate)**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Change and Transformation (Design and Digital), Events and Advancement and the International Office.

We are looking for team members who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous new', staying updated with emerging technologies and best practice across the.

**JOB PURPOSE**

The post holder will deliver research and analysis activities that inform the effective strategic and day to day use of digital channels for student recruitment and reputation management.

They will provide specialist professional advice and guidance to colleagues within the wider External Relations Directorate and deliver insight to ensure our activities across the digital channels are targeted and measured effectively. With strong skills in Google Analytics and Tag Manager, the post holder will work closely with the Marketing and Web teams to ensure we are effectively tracking and reporting on user behaviour and campaigns.

**KEY DUTIES AND RESPONSIBILITIES**

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Digital Analyst in the University may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted when this is necessary.

* Work with the Marketing Business Intelligence Manager to define and implement a measurement framework for the Directorate’s online digital activity
* Utilise Google Analytics, Google Tag Manager and other tools as appropriate to ensure tracking of user acquisition and on-site behaviour
* Agree and advise on metrics and targets related to various digital channels with the relevant senior stakeholders and monitor performance
* Perform ROI analysis to evaluate efficiency and effectiveness of digital marketing

activity

* Produce and refine digital and online marketing analytics reports and dashboards using Looker Studio, Google Analytics or other suitable data visualisation tools
* Construct feedback mechanisms at multiple touchpoints through the customer lifecycle to understand sentiment and satisfaction, identifying areas of development
* Measure the effectiveness of marketing campaigns (email, PPC, online branding, paid and organic social media), and create reports with actionable insight against Directorate KPIs and objectives
* Deliver regular reporting and actionable insights centring on owned social media channels to optimise the content and channel performance
* Report on various data sets from the Client Relationship Management (CRM) system to determine the effectiveness of marketing and recruitment campaigns and activities (e.g. Open Days)
* Create various two-way dashboards with the Client Relationship Management (CRM) system to help improve the segmentation and efficiency of email campaigns
* Be responsible for developing new and enhanced market, competitor, and applicant insight derived from segmentation, propensity and targeting tools
* Gather market insight and evidence for the ‘insight repository’ and keep abreast of PPC and SEM trends
* Produce reports and present findings with recommendations for action to relevant stakeholders, university groups and committees
* Work collaboratively with our external Marketing agency to ensure campaigns on all digital channels are tracked and reported accurately.

**Other duties:**

* To represent the university at a small number of internal and external events, such as open days and higher education conventions
* Other duties that may be seen as being within the scope of this position
* To work under UEL policies, including our Equality and Diversity policy

**PERSON SPECIFCATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* High level user of Google Analytics and other digital measurement and reporting tools (A/I)
* Experience or knowledge of the application of Google Tag Manager (GTM) (A/I)
* Experience of constructing and delivering actionable insight reports against organisational KPIs and objectives (A/I)
* Experience of producing digital and online marketing analytics reports and dashboards using suitable data visualisation tools (e.g. Looker studio) (A/I)
* Experience reporting on various data sets from the Client Relationship Management (CRM) system to determine the effectiveness of marketing and communications campaigns and activities (e.g. Open Days) (I)
* Knowledge of SEO, PPC and CRO marketing concepts (A/I)
* Experience of developing and implementing a measurement framework for digital activity (I)
* Experience of undertaking and reporting on ROI analysis for digital marketing activity (I)
* Able to extract conclusions and suggest improvements from multiple data sets (A/I)

**Desirable**

* Experience with conducting analysis from a CRM (e.g. Microsoft Dynamics, Salesforce) data (A/I)
* Understanding of data protection, GDPR, consent, and its impact (I)
* Experience of propensity modelling across the entire student/customer lifecycle (A/I)
* Experience with SEO analytics software (e.g. SEMrush) (A/I)
* Understanding of the analytical capabilities from various social media channels (e.g., Facebook, Instagram, TikTok) (A/I)
* Knowledge of social media analytics platforms e.g. Sprout Social (A/I)
* Knowledge of data connectors such as Supermetrics (A/I)

**COMPETENCIES REQUIRED**

* Ability to communicate complex ideas to both marketing colleagues and other team members (A/I)
* Able to work collaboratively and build relationships with external agencies. (A/I)
* Proficiency in using a range of digital communication tools. (I)
* Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment (A/I)
* Digitally focused and confident in using new/emerging technologies, with a willingness to utilise new platforms to enhance business operations (I)

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

Essential:

* Degree or equivalent professional experience (C/I)

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!

**Criteria tested by Key:**

A = Application form,

I = Interview,

T = Test