

## Operational / External Title: Senior Digital Data Analytics Specialist

Role Title:	Digital Data Analytics Senior Specialist
Date of JD Review:	August 2025
Department:	Advocacy and Influencing
Team:	Digital
Tenure:	Part time- Permanent, 28 hours
Band & Range:	Band D
Location:	London- Hybrid
Reports to:	Deputy Director of Digital
DBS check required:	No [ <a href="#">DBS Roles</a> ]
Role requires travel:	No
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role International require Travel:	No
<p>Internal Key Contacts: Data Protection, Front end developer; digital content editors; Deputy Director Digital; Fundraising colleagues.</p> <p>External Key Contacts:</p>	

## **Purpose Of the Role:**

Working closely with digital colleagues, to increase reach, engagement and conversion across digital channels through monitoring and analysis of user data; to manage tracking and tagging across websites, implementing any technical functionality required; to enhance digital marketing results and build audience insights using GA4, Sprout Social, Meta Business Manager, Google Search Console and Google Ads data; to provide regular and timely reports on digital performance; to provide guidance around online privacy and marketing consent

## **Main Accountabilities:**

### **Tracking and analysis**

- Monitor, analyse and report on website and digital campaign performance, highlighting insights and making recommendations
- Manage the end-to-end implementation of tracking across all websites using Google Analytics (GA4) and Google Tag Manager, maintaining systems and documentation
- Track KPIs related to digital engagement, reach and conversion across all channels
- Translate data into actionable insights that drive improvements to site performance, user journeys, user engagement and conversion rate
- Understand goals and objectives of digital products and campaigns and advise on appropriate metrics and KPIs to measure success
- Understand online privacy practices, lead on cookies implementation and manage our consent management platform
- Implement a structured approach to documenting and reporting findings to build insights and drive continuous learning and improvement

### **Testing and optimisation**

- Contribute to ongoing programme of SEO and site optimisation, working with the developer and content producers to improve site performance
- Collaborate with Digital colleagues on Conversion Rate Optimisation strategies

### **Digital marketing**

- Develop dashboards and reporting tools to make performance insights accessible to colleagues

- Support paid and organic campaign evaluation, providing evidence-based recommendations to improve results

### **Collaborative working and communications**

- Create and deliver training for colleagues on web analytics and digital metrics
- Take a proactive approach to keeping up-to-date with digital trends, products and good practice, and sharing insights with colleagues.
- Contribute to cross-team digital groups to share insights and improve performance
- Organise your work and processes to ensure projects are delivered efficiently and effectively
- Contribute positively as a member of the Digital team, showing a collaborative and can-do approach to
- problem solving, aligned with the team's standards and ways of working
- Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims,
- ensuring alignment with wider team's vision, plans and objectives.
- Demonstrate commitment to ActionAid's feminist principles and anti-racism in the ways that you work: respecting and valuing other people's experiences, listening to all voices, recognizing the value of collaboration and seeking diverse opinions to achieve innovative results
- Engage with the performance management system and take responsibility for seeking appropriate development opportunities including attending relevant organisational and external training courses

## **EXPERIENCE, KNOWLEDGE & EXPERTISE**

### **Essential Criteria:**

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.

- At least 1 year demonstrable experience in a digital analytics/marketing analytics role
- Advanced experience of website analysis including using GA4
- Knowledge of JavaScript, HTML, CSS sufficient to create custom tags in Google Tag Manager and manage the data layer
- Knowledge of tracking and tagging, including events, pixels and UTM parameters
- Experience of using Power BI and/or Google Looker (Data Studio), and experience of data visualisation
- Advanced experience of using SEO tools and techniques
- Understanding of conversion rate optimisation
- Advanced Excel skills
- Experience of delivering actionable insights to increase rates of optimisation, conversion and engagement
- Proven ability and skills in statistical analysis
- Experience of social media analytics
- Understanding of ecommerce, digital marketing, including Google Ads and PPC advertising
- Advanced understanding of cookies and online data privacy issues
- Experience of writing reports and analysis for stakeholders
- Excellent communication skills, verbal and written
- Enthusiasm and a can-do attitude....

### **Desirable Criteria:**

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Understanding of A/B and multivariate testing
- Experience of using keyword research tools, including Google Trends
- General understanding of digital channels and technologies
- Experience of working across teams, and forming creative working relationships

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done

- Being empowering and trusting – how you build and sustain relationships.