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**Changing the world
with women and girls**

Job Description:

Senior Digital Data Analytics Specialist



Suya, Eva and Hellen, are members of the Loketa Women's and Girls Centre in the Imvepi refugee settlement, Uganda. The trio work as a voice for women in their community.

Thank you for your interest in learning more about positions at ActionAid UK.

ActionAid UK is an independent charity and member of Action Aid International, a global federation working for a world free from poverty and injustice. ActionAid UK focuses on women and girls because the denial of their rights is a grave injustice and one of the principal underlying causes of poverty worldwide.



Our vision

We believe in the individual and collective power of women and girls to create a just and fair world. A world imagined by social movements, particularly feminist and indigenous movements, centred around the care and wellbeing of people and the planet. A world in which women and girls, in all their diversity, can achieve their goals, fulfil their rights and define their future.

We are looking for employees who share our passion to fight gender inequality and will ensure women, girls and their movements are at the heart of our work. You would be joining at an exciting time as we launch a new 2025-2028 strategy which sets out our vision, mission and approach, implemented through the four strategic goals below.



Equity is central to our mission and values: we recognise and address disparities based on socioeconomics, gender, sex, age, sexual orientation, faith, race, ethnicity and disability. We particularly welcome applications from people of colour, individuals from working class backgrounds, with disabilities, and experience of working with women's rights organisations or movements in Africa, Asia and Latin America, to enrich the diversity.

About ActionAid

ActionAid UK is a member of the ActionAid Federation, a federation of 43 national organisations with a presence in 71 countries worldwide. Globally, we want to see a system that is fair and just for all, that starts from a foundation of human rights, peace and security, balance with the rights of the natural world.

In the UK, our primary role is to raise funds to support the work of Federation members who work with over 3,000 partner organisations including social movements, youth networks and women's rights organisations to tackle inequality and injustice in their communities.

While a lot of ActionAid UK's work is supporting the Federation's humanitarian and development work through raising much needed funding, this isn't the whole story. We also tackle the root causes of global inequality and injustice by influencing UK Government commitments and policies on a range of interlinked issues including climate justice, decent and dignified work, fair public services, peace and security and an end to violence against women and girls. For more information, please find our [latest annual report here](#).



The team behind ActionAid's Girl-led Research Project spending time together.

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, 21 hours
Band & Range:	Band D
Location:	London- Hybrid
Reports to:	Deputy Director of Digital
DBS check required:	No [DBS Roles]
Role requires travel:	No
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role International require Travel:	No
Internal Key Contacts: Data Protection, Front end developer; digital content editors; Deputy Director Digital; Fundraising colleagues.	

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:

Team Working

- Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, and 'My Feminist Behaviours' (including adherence to our Code of Conduct).
- To undertake any other duties, appropriate to the level in accordance with agreed procedures and guidelines.
- Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.

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.

- Commitment to AAUK's Data Protection & Processing Policy and ability to comply with Data protection legislation and best practice in data management and processing.
- 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

[Click here for 'My Feminist Behaviours'](#)

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.

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[actionaid.org.uk](https://www.actionaid.org.uk)

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