

JOB DESCRIPTION



Post Holder:	Maternity cover for permanent post holder
Job Title:	Digital Analytics and Insight Manager – Maternity Cover
Department:	Global Digital Team
Reviewing Manager:	Global Head of Digital
Salary:	Up to £35,000 dependent upon experience
Location:	Godalming, UK (with some flexibility regarding office/home ratio)
Contract Type:	12-month contract, full time (flexible working options can be considered)

1. OVERALL OBJECTIVE(S) OF THE POST

Factory farming is one of the twenty-first century's great challenges, threatening not only the wellbeing of farm animals but also our own health and that of our planet. We are campaigning to end factory farming – this is a huge challenge but the alternative (further intensification) really would be a disaster. Through our website, social media, and email communications, we are building a widespread movement of people demanding change in our food and farming. We won't stop until we've achieved our mission.

Based in the Global Digital Team, this role will help Compassion, as we commence a significant growth plan, to put our movement of website users, activists, supporters and donors at the centre of everything we do, by building understanding of our diverse audiences and enabling us to make data-driven decisions. The practices you initiate and promote will inform the whole organisation and in particular help shape the work of our new global public engagement programme.

You will collect and present key performance data based on quantitative and qualitative evidence gathered via a range of analytics tools, financial data, and other means of collecting user feedback. You will use your excellent analytical and problem solving skills to derive insights and produce strategic and tactical recommendations for conversion rate optimisation.

You will produce KPIs and dashboards specifically to enhance participation in individual giving and activism, as well as providing ad-hoc insights on optimisation opportunities, and performance monitoring of digital engagement and supporter experience across all our main communication channels.

2. POSITION IN ORGANISATION

- Reports to Global Head of Digital
 - Works closely with all members of the Digital Team in the UK, HQ and around the world
 - Works in close liaison with the Global Fundraising Team
 - Develops effective relationships with colleagues in other public engagement teams including comms, campaigns, and supporter engagement.
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3. SCOPE OF JOB (expanded in Section 6)

- Digital fundraising conversion rate optimisation across our international websites and key supporter journeys via email and social media
- Digital activism and mobilisation optimisation
- Strategic recommendations from KPIs and other analytic insights
- Monitor and maintain Google Analytics, Tag Manager, and Adwords accounts
- Other data related duties.

4. DIMENSIONS & LIMITS OF AUTHORITY

The post-holder will be responsible for the following:

- Custodian of organisation-wide digital data; leading on reporting data and interpreting for business intelligence, and thereby contributing to strategic business decision-making;
 - Responsible for overseeing *Google Analytics* and *Google Tag Manager* to help determine success of digital content and marketing activity;
 - Responsible for implementing / improving a testing process for conversion rate optimisation;
 - Responsible for analytics budget and maintaining relationships with suppliers;
 - Lead role in maintaining UK/HQ *Google Adwords* / *Google Grant* accounts and advising international offices as needed;
 - Interpreting data to make recommendations to refine Compassion's online content and communications and promotional activity.
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5. PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Proven Ability, Qualifications & Training	
<ul style="list-style-type: none"> • Master's degree with strong analytical and/or mathematical content or equivalent level of education and/or directly relevant commercial experience • Substantial experience of analysing complex data, developing reporting systems, and making tangible recommendations to improve digital fundraising and which increase income; as well as presenting evidence of the impact of this work • Ability to work closely with a range of colleagues to ensure data solutions are aligned with business needs and to provide high quality reporting and recommendations • Strong communication skills and the ability to convey, in non-technical terms, key analytic insights and operational issues. 	<ul style="list-style-type: none"> • Experience analysing the following data sources to extract useful business intelligence: Google Analytics, Facebook Insights, and Engaging Networks (ideally) • Experience of proposing, running, and evaluating A/B or multivariate tests • Experience of reporting on and evaluating mass email broadcasts to customers/supporters • Ability to select and use data visualisation tools as appropriate to project requirements • Understanding/experience of the NGO/voluntary sector in general and fundraising in particular.
Skills, Knowledge & Attributes	
<ul style="list-style-type: none"> • Comfortable working with data, from gathering and analysis through to design and presentation • Excellent IT skills, in particular to include spreadsheets, databases, SQL and other query/reporting tools • Familiarity with CRM tools (Salesforce preferred) • Strong knowledge of current and developing digital fundraising strategies • Ability to work well independently and under pressure, managing multiple projects, and meeting agreed deadlines. 	<ul style="list-style-type: none"> • Understanding of legal and data protection requirements related to marketing activity • Experience in training other staff • Interest in farm animal welfare issues and/or a desire to know more • Personal qualities should include: displaying initiative, being a team player, trustworthy and professional, strategic and diplomatic, organised and adaptable, innovative and forward thinking, compassionate to people and animals.

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6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following (note: other duties may be assigned, and percentage division of workload is estimated and may change over time):

Digital fundraising conversion rate optimisation (~40%)

- Develop and implement KPIs, reports and dashboards in order to monitor performance and highlight improvements that can be made to lead generation and conversion, with a goal of maximising long-term revenue in line with the global fundraising plan;
- Support the global digital fundraisers with multi-funnel analytics dashboards on their supporter engagement (i.e. acquisition, conversion and retention);
- Derive actionable insights to inform growth objectives through these dashboards and ad hoc reports on individual campaigns and supporter journeys;
- Identify obstacles to improving transactional performance and work with teams to overcome those obstacles;
- Implementing and improving a strategic testing process for conversion rate optimisation through an A/B and multivariate testing plan for our emails and landing pages;
- **SUCCESS MEASURE:** *clearly presented data with recommendations that lead to improving conversion rates and income.*

Digital activism and mobilisation optimisation (~20%)

- Actively work to increase participation in our digital campaigns through collaboration with CRM/fundraising/campaigns teams in order to better segment, personalise and test our digital communications;
- Support organisation-wide mobilisation efforts through a combination of email analytics and social media insights and supporter journey analytics;
- With colleagues, develop supporter journeys for both new and existing supporters;
- Utilising and where possible connecting outreach channel data, web analytics, and CRM data in order to evaluate long term engagement/ROI by source;
- **SUCCESS MEASURE:** *Teams able to monitor and evaluate acquisition, retention, and re-engagement of supporters and use these insights to improve growth figures across social media, search, email and websites.*

Strategic recommendations from KPIs and other analytics insights (~20%)

- Contribute analyses and recommendations for the purpose of strategic planning – in particular to allow budget holders to make better informed strategic decisions which maximise organisation income and reach;
- Lead on the data analysis of all digital channels (website, social, email, search, Adwords/PPC, other paid promotions) and provide recommendations for improving the performance of all digital activity;
- Actively suggesting strategic and tactical improvements to campaigning, fundraising, and stewardship communications;
- Create and maintain management information dashboards for key projects and clients, including other members of the digital team;
- Promote the strategic use of data analysis and analytics across fundraising and campaigning, as well as for our B2B work;
- **SUCCESS MEASURE:** *SMT/department heads are given recommendations and have information they need, when they need it, to make strategic data driven decisions.*

Monitor and maintain Google Analytics/Tag Manager/Adwords accounts (~10%)

(In conjunction with Digital team)

- Responsible for overseeing the digital team's use of *Google Analytics* and *Google Tag Manager* to determine the success of digital content and marketing activity;
- Train internal users in the use of *Google Analytics*, interpreting their business needs and supporting them in analysis, allowing them to measure the impact of their work
- Assisting the team in maintaining our *Google Adwords* account to ensure we extract more value from our *Google Grant*;
- Upskilling if necessary, in order to monitor our search performance and suggest areas for improvements in search engine optimisation;
- **SUCCESS MEASURES:** *significantly expanded organisational use and understanding of our Google Analytics data and increased value obtained from our Google Grant.*

Other data related duties (~10%)

- Building a high level understanding of Compassion brand, strategies, key messages and individual campaigns;
- Contributing to team/project/wider organisational meetings as appropriate, bringing an in-depth knowledge of digital marketing and communications and applying our data to real-world discussions in order to make recommendations for our campaigns;
- Proactively engaging with the international fundraising and campaigning teams on upcoming opportunities and challenges;
- Collaborating with international colleagues to propagate best practices for digital analytics and reporting;
- Evaluate processes, resources and data tools to continually improve Compassion's analytical capability and identify the need for new products, methods, or solutions within key user journeys;
- Helping ensure that all fundraising and marketing activity is, and remains, fully GDPR compliant, and adheres to any other data protection regulations that may apply by territory;
- **SUCCESS MEASURE:** *organisational attitude shift towards becoming data-driven.*

7. ADDITIONAL TASKS

The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

- Manage other digital projects as directed by the Global Head of Digital and assist with other departmental duties where necessary;
 - Due to the nature of the work, there may (occasionally) be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with Compassion procedures, with time off in lieu offered;
 - Take due and reasonable care of oneself and others in respect of Health & Safety at Work;
 - Act in accordance with the principles of Compassion in World Farming's Ethical Policy;
 - Comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals.
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