**Job Description**

**Job title:** Digital Performance Analyst

**Grade:** 7 **Post number:** GLAXXXX

**Directorate:** External Affairs

**Unit:** External Relations

**Job purpose**

Track and report the usage of City Hall’s websites and digital products - including microsites, social accounts and email marketing platforms.

Work closely with all of City Hall’s digital leads, marketing and the digital team to provide analysis and insights into reach, engagement and satisfaction.

Advise how insights can best be used to drive engagement, improve user experience, and support KPIs, roadmaps and strategies.

**Principal accountabilities**

1. Day to day business management of Google Analytics and Google Tag Manager services for London.gov.uk and associated digital products. Ensuring interactions and journeys are being captured appropriately and reported on in a way that benefits City Hall and our strategic approach.
2. Creating, reviewing and scheduling reports to a wide range of audiences (internal and external) that provide insights which are current, relevant, clear and actionable.
3. Working closely with the marketing team to track campaign communications. Tracking, designing and reporting on important campaign KPIs.
4. Recognising patterns, finding new ways of measuring impact, using split testing and setting up new tracking functionality on Google Tag Manager or other tracking services.
5. Responsible for the training of digital leads and other internal staff on best practice for web analytics.
6. Supporting the Senior Manager for Digital Transformation and Digital Portfolio Manager to meet wider objectives of instilling a user centric and data led culture throughout City Hall.
7. Ensure relevant strategies are created in an evidence based and data-led fashion. Assist the Digital Portfolio Manager, Digital Product Manager and Product Owners in the delivery of best practice, innovative and efficient digital products.
8. Lead the Digital Team in setting relevant KPIs. Responsible for the maintenance of a regular site performance report using Google Analytics, providing insight and comment on the performance on the site. Using any findings for the continual improvement of onsite activities and long term strategies.
9. Support the Digital Team in promoting the use of agile working and digital transformation across City Hall.
10. Establish, develop and maintain efficient and effective relationships across the GLA group, particularly with Intelligence, City Hall’s policy teams, the Mayor’s Office and the Assembly team.
11. Enthusiastically and regularly communicate your team’s work and results to a wide audience, both internal and external.
12. Manage staff and resources in allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards
13. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary, cross-department and cross-organisational groups and project teams.
14. Realise the benefits of London’s diversity by promoting and enabling equality of opportunities and promoting the diverse needs and aspirations of London’s communities.

**Key contacts**

**Accountable to:** Digital Portfolio Manager

**Accountable for:** Resources allocated to the job

**Principal contacts:** Marketing, Digital, Events, Product Owners, Digital Policy Leads, managers and officers across the organisation, contractors and external suppliers.

**Person specification**

**Technical requirements/experience/qualifications**

1. Experience of tracking and analysing the content of high profile web sites and building on the insights gained to improve the site and support our goals more effectively.
2. Experience of using web analytics software, preferably Google Analytics and Google Tag Manager, to track and report on user journeys/funnels/paths, completion rates, engagement and website performance.
3. Evidence of discovering patterns in data and journeys and finding new ways of measuring impact.
4. Experience of training internal clients in using website analytics services to report performance and improve content.
5. Demonstrable track record in stakeholder management to gather business requirements, developing website KPIs, and communicate the importance of data.
6. Significant knowledge of split testing and user research to support user experience improvement work.
7. Experience in communicating complex data clearly and simply. History of producing engaging and understandable reports.
8. An understanding of the digital marketing and communications sector.

**Behavioural competencies**

**Stakeholder focus**

… is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations.

Level 3 indicators:

* Understands diverse stakeholder needs and tailors team deliverables accordingly
* Is a role model to others, encouraging them to think of Londoners first
* Manages stakeholder expectations, so they are high but realistic
* Removes barriers to understanding the needs of diverse stakeholders, including hard to reach groups
* Focuses own and team’s efforts on delivering a quality and committed service

**Communicating and influencing**

… is presenting information and arguments clearly and convincingly so that others see us as credible and articulate, and engage with us.

Level 2 indicators:

* Communicates openly and inclusively with internal and external stakeholders
* Clearly articulates the key points of an argument, both in verbal and written communication
* Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
* Challenges the views of others in an open and constructive way
* Presents a credible and positive image both internally and externally

**Planning and organising**

… is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard.

Level 2 indicators:

* Prioritises work in line with key team or project deliverables
* Makes contingency plans to account for changing work priorities, deadlines and milestones
* Identifies and consults with sponsors or stakeholders in planning work
* Pays close attention to detail, ensuring team’s work is delivered to a high standard
* Negotiates realistic timescales for work delivery, ensuring team deliverables can be met

**Problem solving**

… is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions.

Level 2 indicators:

* Processes and distills a variety of information to understand a problem fully
* Proposes options for solutions to presented problems
* Builds on the ideas of others to encourage creative problem solving
* Thinks laterally about own work, considering different ways to approach problems
* Seeks the opinions and experiences of others to understand different approaches to problem solving

**Research and analysis**

… is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 3 indicators:

* Expands networks to gain new information sources for research and policy development
* Identifies and implements methods to ensure intelligence is of a high quality
* Encourages others to analyse data from different angles, using multiple perspectives to identify connections and new insights
* Tailors research investment in line with likely impact for Londoners and policy priorities
* Retains a bigger picture view, ensuring research recommendations are appropriate and practical for the GLA and its stakeholders

**Responding to pressure and change**

… is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

Level 2 indicators:

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages others to engage in change initiatives
* Manages team’s well-being, supporting them to cope with pressure and change

**Working Patterns**

This post does not require any unusual work patterns.

**Reasonable adjustment**

Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.

**Structure chart**