

Job Description



Job title: Digital Marketing Analyst

Department: Brand, Fundraising and Marketing

Reporting to: Digital Marketing Manager

Salary: £42,579 per annum

Hours: 35 per week

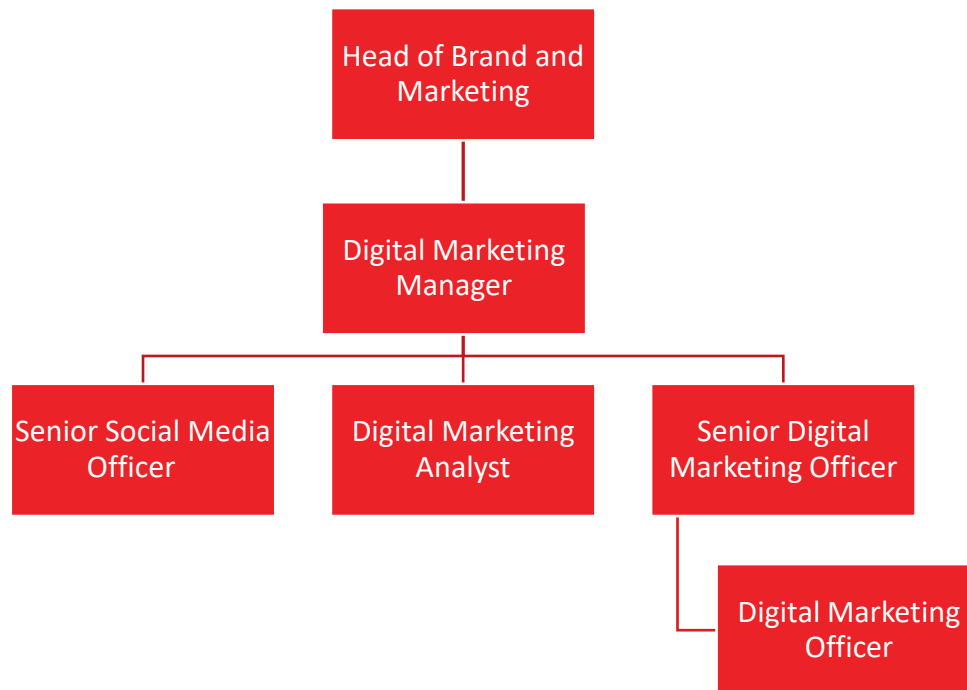
Location: London

Contract type: Permanent

Aim and influence:-

- Work with teams across Crisis to continuously improve our use of digital analytics and champion data-driven decision making, predominantly via Google Analytics 4, working with teams to embed evaluation methods and approaches.
- Manage analytics tools, processes, and reporting for Crisis digital channels (website, social media, paid digital and email). Be proficient in Google Analytics, Google Tag Manager, Looker Studio and Google Search Console.
- Provide digital analysis and recommendations to help continuously improve the performance of Crisis' digital channel and journeys.
- Work to upskill colleagues across the organisation, in particular building confidence and expertise and use of GA4.
- Manage relationships with external agencies where required.

Organisational chart



Job responsibilities

- Provide regular analysis of Crisis’ digital performance across all channels (website, social media, paid digital and email), helping to set measurement and reporting frameworks against KPIs and OKRs
- Use analysis to make recommendations for continued optimisation of our digital channels, supporter journeys and campaigns.
- Ensure Crisis has the appropriate analytics tools in place to monitor and report on digital marketing performance.
- Work with our media agency to manage our Google grant effectively, building a holistic and effective plan to support and amplify all Crisis’ work through search.
- Work with teams to create and develop their own digital performance evaluation frameworks and reports, embedding a consistent, cross-organisational approach to evaluation and reporting. Support the Digital Marketing Manager to spread digital knowledge and expertise across the organisation, supporting other teams to use analytics to improve their campaign and content performance.

- Champion the use of analytics in development of digital and marketing activity. Work with digital fundraising colleagues to be across the latest trends and developments in digital analytics and advertising, ensuring GDPR compliance and organisational confidence across all our paid media plans.
- Alongside the Digital Product team, own Crisis' cookie policy and implementation across the Crisis website
- Support Digital Marketing colleagues with platform performance, in particular in the delivery of technical SEO improvements.

General responsibilities

- Pro-actively seek out opportunities to promote and support member involvement within Crisis
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness.
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act.
- Comply with all Crisis policies and procedures insofar as they relate to the provision of services, including Safeguarding and Equality, Diversity & Inclusion
- Work collaboratively across departments to support Crisis' mission to end homelessness.
- Commitment to the utilisation of Crisis' chosen IT Systems
- Competent in the use of laptops, desktop PC's and headsets
- Competent in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role

Person Specification

Essential

1. Solid experience of digital performance tools and evaluation methods



2. Ability to translate complex data into meaningful and actionable insights and recommendations
3. Substantial experience of working with Google Analytics to report on and improve digital channel performance
4. Understanding of digital testing techniques and how they can be used to generate meaningful insight, especially as part of a wider UX programme
5. Experience of reporting on email campaigns and making recommendations to improve results
6. Proactive, with the ability to work independently, suggest and put in place new tools and approaches
7. Experience of working in a fast-paced digital environment, with multiple stakeholders and large audiences
8. Able to work collaboratively and communicate effectively with a range of people, from those with little digital experience to digital agencies and developers
9. Efficient organisation and time management skills, with the ability to manage multiple projects and deadlines
10. A digital enthusiast who keeps up to date with latest digital trends and developments
11. Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

12. Experience of using Umbraco
13. Experience of using Adestra
14. Experience of using Power BI to produce reports from data sets

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience. Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the **Crisis Values** that you can find on our website.



Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this, and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?



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If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.

