**Job Profile**

Job Title: Digital Performance Analyst

Directorate: Fundraising, Marketing, Digital & Influencing

Reports To: Senior Digital Performance Specialist

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Digital Performance Analyst helps people with sight loss to live the life they choose by providing insight into the Digital User Journey, reporting on journey performance, drive improvements of individual journeys, and identify opportunities from our data.

## Key Responsibilities

* Monitor and understand the Digital User Journey across the use of Google Analytics, Microsoft Clarity, Qualtrics, social media, acquisition channels, and 3rd party sites.
* Use this mix of quantitative and qualitative analysis, combined with a broader Digital expertise and knowledge of Digital activity, to identify and explain trends, themes, correlations, causations, risks, and opportunities.
* Deliver findings and recommendations through accurate, timely, and actionable reports and dashboards (using available tools such as Google Looker Studio). Train colleagues in the use and understanding of these reports and dashboards.
* Work with the Digital Marketing, Digital Content & Digital Production teams to drive measurable improvements to user journeys throughout stakeholders’ products and services.
* Support colleagues at all levels to understand the value of digital engagement, provide advice and best practice guidance in the development of user journeys.
* Support the organisation in dealing with ad-hoc data requirements and developing their own analytical capabilities.
* Support colleagues in setting up specified tracking (in the form of UTMs & QR codes) to support the data collection from user journeys.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

**Application of this Job Profile**

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

**Working at Guide Dogs**

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

**Person Specification**

## Education/Qualifications

#### Essential

* Degree level or equivalent qualification (QCF level 6 / SQCF levels 9-10)

#### Desirable

* Professional Digital data qualifications
* Professional User Experience qualifications

## Job-Related Experience

#### Essential

* Significant previous experience of investigating User Experience and developing User Journeys
* Proven experience of:
  + Monitoring Digital Journeys across multiple platforms (e.g. website and social)
  + Creating reports and self-serve dashboards
  + Quantitative and qualitative analysis of Digital data
  + Working with Data Analysts to bring together a holistic picture of on- and offline data

## Knowledge

#### Essential

* Demonstratable knowledge of Digital Analytics.
* Proven experience of user journey optimisation.
* Demonstratable knowledge of usability.
* Knowledge of Qualtrics and Microsoft Clarity.

## Skills and Competencies

#### Essential

* Commercially aware with an understanding of how data can be exploited to drive competitive advantage.
* Advanced user of Google Analytics and Looker Studio.
* Advanced user of MS Excel.
* Advanced numeracy.
* Strong communication skills with the ability to translate complex data to a wide range of audiences.
* Demonstratable excellent presentation and data visualization skills.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

Occasional travel and overnight stays.

## Job Group (internal use only)

This role has been evaluated as a Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=IFiFhd) to view the salary band.