



Job Title: **Digital Analyst and Optimisation Lead**

Location: **Office-based contract in London, N4 with flexibility to work fully remotely with occasional requirement to visit our London office**

Reports to: **Digital Engagement Lead**

Introduction to MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Purpose:

To enable the organisation to deliver an effective, optimised digital platform by offering insight into what drives engagement against goals.

To establish key metrics, reporting and analysis for all digital platforms, including social media.

To lead on the optimisation of all digital platforms/products to increase our reach, engagement and conversion.

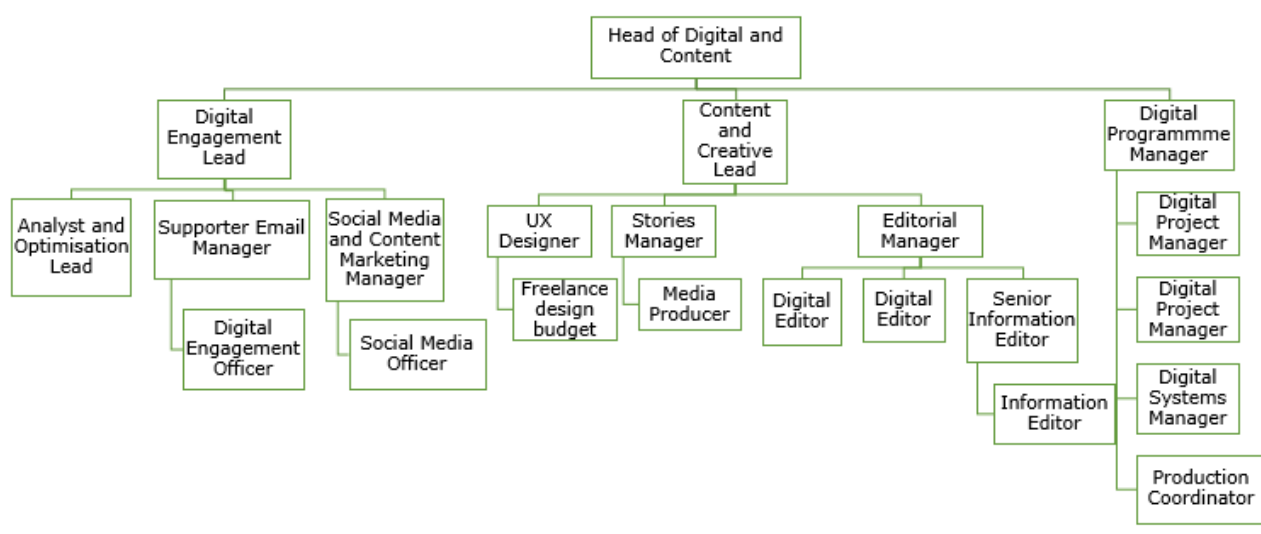
Key Relationships:

Internal

The post-holder works closely with colleagues in the Digital and Content team and across all other departments to lead on the analysis of all available and relevant digital data and proactively provides recommendations based on the insights to improve the efficiency and effectiveness of our digital activities.

External

The post holder works closely with external agencies and suppliers as required to ensure we are able to monitor and implement tracking across all of our platforms and peers on benchmarking our digital results to comparators in the sector.



Key Accountabilities:

Our Digital Analyst and Optimisation Lead will support delivery of digital and content strategies by:

1. Business plan implementation

1a Deliver insight from our digital tools and platforms

1b Optimise our digital platforms, web and channel performance and effectiveness

1c Support the delivery of our digital strategy, and make sure there is a training system to improve GA skills and knowledge across the organisation

2. Teamwork

3. Strategy Development

Detailed Responsibilities:

Business plan implementation 80%

1a Deliver insight from our digital tools and platforms (40%)

- Deliver effective data insights which analyses the performance of our platforms, projects and various different campaigns to inform our understanding of what drives effective engagement.
- Enable the Digital Board, digital managers and strategists to operate effectively by providing dashboards of all major projects that show performance against targets and a clear ROI
- Train other teams to effectively understand Analytics and enable them to make decisions based on data
- Use Google Analytics and other digital reporting tools, including email marketing, social media and any other systems to monitor and analyse traffic, user journeys and online behaviours
- Set up digital dashboards allowing teams and directorates to see how their campaigns and activities are performing against set KPIs
- Produce and provide clear, actionable digital evaluation reports to improve performance of digital channels
- Manage on site tagging (currently Google Tag Manager) and keep tracking codes and tags up to date
- Present findings and recommendations to the organisation, and raise the profile of the importance of digital insight and analytics across the business.

1b. Develop and implement an ongoing plan for optimisation of digital platform performance (40%)

- End-to-end implementation of analytics across all digital platforms, including social media, email marketing, multimedia content, PPC, retargeting
- Work with agencies and developers to apply tags and tracking code
- Create, share and drive A/B testing roadmap plan, reporting and analysis to increase conversion
- Make recommendations for the optimisation of key user journeys, to drive continuous improvements in traffic and conversion
- Lead on the development of our attribution module approach and methodology across the organisation
- Provide weekly recommendations around SEO to ensure a culture of continuous improvement across our channels, extending our overall reach and findability

Team work (10%)

- Be the central point of expertise for web analysis, providing expert advice and solutions
- Hold regular training sessions for content editors and contributors across the organisation to ensure their work is informed by what drives engagement and that they are focused on increasing reach by optimising their work
- Increase organisational knowledge of analytics tools (Google Analytics)
- Take a proactive approach to keeping up-to-date with digital trends, products and good practice, and sharing insights with colleagues
- Create and maintain effective working relationships with internal and external colleagues

Strategy Development 10%

- Work with the Editorial and Optimisation Manager to develop our strategy for SEO, to increase reach and to optimise our channels for search and voice
- Develop testing strategies across social media, website, donation funnel and email to increase conversion
- Develop our audience targeting strategies to ensure we reach and tailor content based on demographic and behaviour

General

- Compliance with MSS's governance procedures, MSS policies and guidelines
- Contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best
- Act as project manager as required and contribute to relevant programmes and projects

Person Specification:

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience

- Proven, advanced experience with Google Analytics, including experience of using regular expressions to set up filters
- Advanced experience of using Google Tag Manager solution
- Advanced experience in creating dashboards using Google DataStudio
- Demonstrable experience of applying effective problem solving techniques to data analysis
- Experience with social media listening and monitoring analytics tools
- Proven experience of delivering actionable insights from data to increase rates of optimisation, conversion and engagement
- Experience in managing conversion rate optimization projects, including A/B and multivariate testing
- Proven experience of using SEO tools and techniques, to deliver improvements in performance
- Proven experience of using Webmaster Tools/Search Console to improve performance
- Experience of working with digital agencies on optimising organic and paid search
- Experience of presenting to groups at all levels
- Experience of providing training on Google Analytics across teams
- Experience of using user journeys to evaluate fundraising and engagement activities
- Technical knowledge of the digital landscape and how it works
- Experience in Excel and creating dynamic reports (using sumifs and VLOOKUP)
- Hands on experience in Adwords / Google Ads
- Experience of setting up and producing reporting dashboards to report on objectives and KPIs, collecting from a variety of data sources
- Evidence of proactive data analysis that has led to improved performance
- Experience of evaluating the effectiveness of user journeys

Knowledge and skills

- Excellent skills in statistical analysis and modelling
- Excellent general understanding of digital channels and technologies
- Proven strong understanding of digital marketing, including AdWords and PPC advertising
- Self-motivated and driven by results
- Understanding of user experience design.
- Demonstrable commitment to collaborative team work

- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity
- Excellent interpersonal skills and able to influence/persuade a wide range of stakeholders
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences
- Good organisational and workload management skills
- Excellent IT skills, in particular advanced use of Excel
- Excellent understanding of how data describes audiences and how this impacts on the development of communication products.
- Understanding of cross channel attribution for marketing campaigns and knowledge of offline campaign drivers and metrics.

Employment terms:

Grade: G2



MS SOCIETY JOB DESCRIPTION

MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</p>	<p>Together</p> <p>Expert</p>
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</p>	<p>Bold</p> <p>Ambitious</p>
Sound decisions	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	<p>Ambitious</p> <p>Expert</p>

Collaborative working	<p>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</p> <p>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</p>	Together
Effective Communication	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p> <p>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</p>	Together Expert
Outcome focussed	<p>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</p> <p>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</p>	Bold Together
Inclusivity	<p>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</p> <p>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</p>	Together
Accountability	<p>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</p>	Bold Expert

	As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.	Ambitious Together
Tech Savvy	Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness. As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.	Bold Ambitious