



**Brain Tumour  
Research**

Together we will find a cure

## **Job Description: Digital Marketing Analyst – October 2020**

### **Job purpose**

The Digital Marketing Analyst will be responsible for monitoring, analysing and reporting on digital marketing performance and delivering meaningful insights for the charity. Their skills and experience will be utilised to help develop strategy, delivery, analysis and evaluation of all principle digital marketing activities. They will help us integrate and analyse our activity in all major aspects of digital marketing – including websites, digital channels, online engagement, social networks, audience insight, e-commerce, online fundraising and donations – as part of the holistic marketing activity and brand touchpoints in supporter acquisition and retention.

They will be an excellent communicator and the ability to work sensitively and diplomatically with others, both internally and externally, is essential.

They will be instrumental in driving enhancements in reporting and insight capabilities so that the charity can improve our data-led decision making to support our challenging income targets, sustaining and developing our research portfolio, underpinning our campaigning activity and helping us move closer to a cure for brain tumours.

Key stakeholders will include patients and their family and friends and other community stakeholders, corporate and major donor prospects, researchers and clinicians, MPs and Parliamentarians, as well as other influencers.

They will work closely with the Digital Marketing Manager and the Marketing and Communications teams, as well as the wider teams across the organisation.

### **Working hours**

This is a full-time permanent position based at our Head Office in Milton Keynes. Remote working will be in line with government guidelines. Normal office hours are 9am – 5pm but there will be times when additional hours are required with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

**Role reports into:** Head of Digital Marketing

**Direct reports:** None

**Salary:** C. £32,000

**Main duties include but not limited to:**

- Manage, develop and enhance KPIs and reporting on all digital marketing goals using Google Analytics, CRM data and other tools where applicable
- Track, monitor and analyse specific data sets that support the digital marketing function.
- Make recommendations and identify opportunities across all digital marketing activities including audiences, targeting, messaging, channels, content and journey.
- Drive efficiencies in reporting to ensure time is used effectively to focus on analysis and insight that deliver gains in performance.
- Conduct regular competitor and sector analysis to help inform our strategy and tactics
- Manage tracking capture strategy ensuring tracking is comprehensive and accurate
- Dedicate time for self-learning in order to maintain awareness and knowledge of latest developments and trends in digital marketing analytics
- Support and upskill team members on data analysis techniques that will drive efficiencies and improvements across the team
- Work with the Head of Digital Marketing in determining the most effective digital infrastructure to maximise analysis, insights, and performance.
- Work closely with and support our Systems Analyst to ensure CRM data is captured effectively and maximised in driving actionable insights for digital marketing.
- Continually look for new initiatives and opportunities to drive growth in online fundraising
- Assist the digital marketing team with any other tasks as determined by Head of Digital Marketing