Job Description

Newham London

Job Title: **Digital Web Analyst**	**Service Area**: Digital, Data & Digital Democracy	
Directorate: Digital	**Post Number:** 10025731	**Evaluation Number:** JE6966
Grade: PO5	**Date last updated:** August 2023	

People at the heart of everything we do
We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and diversity
We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

Protecting our staff and services
Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

Corporate parent
We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

Overall Purpose of Job

1. Set up the relevant tools to enable the council to comprehensively monitor activity across its digital estate

2. Review, develop and be the organisational lead for the web analytics framework for monitoring and reporting data across the council's digital estate

3. Be the subject matter expert on web analytics for the Council, working with services to use web analytics to make improvements to online platforms and user journeys

4. Build strategic relationships with stakeholders and effectively influence to deliver improved services and outcomes for residents

5. Manage project teams, delegated budgets and external suppliers, utilising them innovatively and creatively to benefit residents, ensuring expenditure is contained within budget and risk and need are balanced, to deliver the best outcomes for service users.

Job Summary

1. The postholder will report into the Head of Digital, Data & Digital Democracy

2. The postholder will have responsibility for managing the organisation's Web analytics suite and monitoring framework

3. The postholder will be expected to lead all internal capability and external partnerships for the council to deliver effective improvements to its online platforms

4. The postholder will lead project teams, delegated budgets and manage external supplier relationships in relation to web analytics projects, utilising them innovatively and creatively to benefit residents

5. The role will oversee all aspects of web analytics across the newham.gov.uk website, MyNewham portal, Newham co-create platform and other websites managed by the council.

6. The post holder may be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the Council with residents, the Mayor and elected Members, and external bodies.

Key Tasks and Accountabilities:

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

To undertake all responsibilities listed below:

1. Develop an analytics-reporting framework across Newham's web estate using Google Analytics, Site Improve and any other required analytics and tag management tools.

2. Review current use of analytics within Newham.

3. Manage and monitor web analytics to inform improvements required to key Council websites including the Newham.gov.uk website and MyNewham portal amongst others.

4. Support the Digital Team to create compelling narratives based on the data collected and provide actionable insights to support the Digital Team and wider business stakeholders in making informed decisions.

5. Work closely with web developers, data engineers, and IT to ensure seamless tracking implementation, data collection, and multichannel data integration.

6. Manage research and lead on leveraging data, analytics and business intelligence to shape council service delivery and key performance indicators.

7. Be the subject matter expert and lead for the Council that provides effective insights to understand the resident journeys and optimize the Council's websites.

8. Lead on effective and persuasive presentations (verbal and written) and reports for key stakeholders across the Council that clearly communicate data and analytics 'stories'.

9. Work with User Experience to identify areas to test based on hypotheses and report back on insights gathered through testing.

Other Duties

Personal Specification

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IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

EQUALITY AND DIVERSITY

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PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

CRITERIA- Essential	METHOD OF ASSESSMENT
KNOWLEDGE	
An understanding of Local Government an advantage.	Application and Interview
Awareness of information governance issues and legislation	Application and Interview
An understanding of the political context and environment	Application and Interview
Candidates should have previously worked in a web analytics role	Application and Interview
	Application and Interview

Knowledge of specialist web analytics tools for example, Google Analytics, Google Tag Manager, Site Improve or others	Application and Interview
Knowledge of online user journey analysis	Application and Interview
Knowledge of CRM and CMS systems and how web analytics are configured across these platforms	Application and Interview
Knowledge of search engine optimisation	Application and Interview
Knowledge of tracking calls to action across websites	Application and Interview
Knowledge of data visualisation tools to communicate the story informed by analytics	
EDUCATION/QUALIFICATIONS Candidates should have relevant educational background/training or industry experience in a data/web analytics related field	Application and Interview
EXPERIENCE Experience leading on web analytics in a business or local government environment	Application and Interview
Experience in actionable analytics, with the ability to derive and present insights from data	Application and interview
Experience in using/understanding web analytics tools, especially Google Analytics and/or Site Improve	Application and Interview
Experience in setting up web analytics reporting frameworks Proven experience of translating business requirements into metrics and insights	Application and Interview
Proficient in HTML, CSS and other common web program languages	Application and Interview
SKILLS & ABILITIES Ability to turn data into insight and turn insight into understandable 'stories' and actions to improve user experience across websites	Application and Interview

Highly proficient in Microsoft Excel or other data interrogation and visualisation tools	Application and Interview
Be able to analyse and understand multiple data pieces/sources, including web analytics, search data, social media, CRM, qualitative data, financial data, etc., in context to generate questions, explanations and insights for action by the Council services	Application and Interview
Ability to problem solve and multi-task	Application and Interview
Analytical ability associated with management data, the understanding and interpretation of which is key to delivery of programme and project outcomes and outputs	Application and Interview
A flexible approach and a willingness to embrace and promote new ways of working	Application and Interview
An ability to work with, support and enthuse other people	Application and Interview
Ability to articulate ideas well in written and oral communications	Application and Interview
Demonstrates a flexible and innovative approach to problem solving	Application and Interview
Ability to effectively manage conflicting priorities and to remain calm under pressure	Application and Interview
Ability to configure website analytics tools to monitor usage across digital platforms	Application and Interview
Ability to develop reporting frameworks across digital platforms	Application and Interview
Ability to inform changes to website content and information architecture according to insights gathered from analytics	Application and Interview
PERSONAL STYLE AND BEHAVIOUR:	
Commitment to improving and evolving outcomes for the Council's online services	Application and Interview
Maintains a high standard of ethics and professional conduct	Application and Interview
OTHER SPECIAL REQUIREMENTS:	