

# Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

|                      |                                     |                        |                        |
|----------------------|-------------------------------------|------------------------|------------------------|
| <b>Job title</b>     | Digital Manager - Analytics and PPC | <b>Location</b>        | London or Chesterfield |
| <b>Contract type</b> | Full time Permanent                 | <b>Contract length</b> | Ongoing                |
| <b>Date</b>          | July 2019                           |                        |                        |

## Context

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one must tolerate living with the pain, fatigue and isolation of arthritis.

In particular this role will help us better understanding how people with arthritis, the wider public, researchers and health professionals use our digital platforms, content and services, through detailed analytical reporting and the best way to reach them via well organized PPC programs so that we provide the best possible, outreach and support, and grow the community of people Versus Arthritis.

## Main purpose of the role

Continually improve our use of analytics across the digital program to provide insight and analysis on our performance and where improvements can be made. Provide best practice guidance and insight to the digital team and other key stakeholders on how to use best our Google PPC Grant and broader PPC strategies to increase our outreach and engagement with our digital activities.

## Management and key relationships

Roles managed

|                          |   |
|--------------------------|---|
| <b>Reports to</b>        | Senior Digital Project Manager  |
| <b>Key Relationships</b> | The entire digital & social team, marketing, fundraising, campaigns and external suppliers. |

## Main Responsibilities and Duties

|          |  |
|----------|--|
| <b>1</b> | Be the main point of contact for all digital analytics enquires from the organisation and provide regular reporting and insight to the wider organisation on key performance indicators, campaigns and projects  |
| <b>2</b> | Work closely with the Fundraising, Insights, Campaigns, Communications, Marketing teams Information Content teams, as well as key stakeholders to identify the best approach for capturing and reporting digital analytics for their specific requirement, and then deliver the results. |
| <b>3</b> | Be responsible for and manage the use of the Google PPC Grant, and the organisation's wider PPC programme  |
| <b>4</b> | Provide Best practice advice and insight on search engine optimisation to the wider digital team and other content producing teams   |
| <b>5</b> | Manage the relationship with key suppliers and ensure that they are delivering to agreed expectations, timeline and budget   |
| <b>6</b> | Support the wider organisation better understand how analytics can be used for insight and decision making, by increasing the overall level of analytics experience and understanding  |

## Criminal Record Check

|                    |   |
|--------------------|---|
| <b>Requirement</b> | This role <u>DOES NOT</u> require a Criminal Record check |
|--------------------|---|

## Person specification

Knowledge, skills and experience: key requirements

| Requirement | Evaluation Stage  |                |
|-------------|---|----------------|
| 1           | Three years of experience of working in analytics and PPC.  | App/ Int/      |
| 2           | Conduct with evidenced recommendations and project action plans   | App/ Int/ Test |
| 4           | Able to competently deliver a complex cross-organisational or multi-stakeholder project   | App/ Int/      |
| 5           | Excellent understanding of the principles and ability to perform digital analytics and how they can be used to deliver insight on past actions, and be used to inform future planning | App/ Int/ Test |
| 6           | Excellent understanding of the principles and the ability to set up and run a PPC and Google Grant program that drives traffic and engagement to digital platforms                    | App/ Int/ test |
| 7           | Excellent management and relationship building and technology suppliers   | App/ Int/      |
| 8           | Excellent interpersonal, collaboration, communication and presenting skills   | App/ Int/ test |
| 9           | Excellent budget and project management.  | App/ Int/      |
| 10          | Have successfully completed and have certification for Google AdWords, all the Google Analytics Academy courses, Data Studio.   | App/ Int/      |

## Desirable skills & experience

| Requirement | Evaluation Stage   |                |
|-------------|--|----------------|
|             | Excellent understanding of the principles and the ability run an effective SEO program that enhances the engagement, traffic and relevance of our digital content. | App/ Int/ test |
| 1           | Experience of delivery a PPC and SEO program for not for profits, particularly within the Health sector  | App/ Int/      |

|   |   |           |
|---|---|-----------|
| 2 | Experience with Agile Project Management  | App/ Int/ |
| 3 | Good understanding of Power BI, Kibana, data analysis and data visualisation                        | App/ Int/ |
| 5 | Passionate advocate for data can be used to inform business decisions and improve digital services. | App/ Int/ |

## Competencies

We will be looking for evidence of the following competencies during the selection process.

| Competency and description |  | Evaluation Stage |
|----------------------------|--|------------------|
| 1                          | <b>Setting direction:</b> understanding your role, planning and prioritising work for yourself, and/or others.                                   | App/ Int/ Test   |
| 2                          | <b>Business awareness:</b> being aware of the impact of arthritis and championing what we do using internal and/or external insight effectively. | App/ Int/        |
| 3                          | <b>Change and innovation:</b> looking for ways to improve what we do, engaging and adapting to change and being aware of and managing risk       | App/ Int/ Test   |
| 4                          | <b>Delivering results:</b> using and planning the resources you have responsibility for to ensure delivery of agreed plans and priorities.       | App/ Int/        |
| 5                          | <b>Problem solving:</b> identifying, understanding, resolving and learning from problems.  | App/ Int/ Test   |
| 6                          | <b>Accountability:</b> taking responsibility for your actions and behaviour using feedback to learn and develop                                  | App/ Int/        |
| 7                          | <b>Teamwork:</b> contributing to and supporting your team utilising individual and shared learning and development.                              | App/ Int/        |
| 8                          | <b>Effective relationships:</b> understanding how your behaviour affects others, showing trust, and collaborating positively.                    | App/ Int/        |
| 9                          | <b>Two-way communication:</b> understanding and listening to others whilst communicating effectively using appropriate channels.                 | App/ Int/        |

**VERSUS**  
**ARTHRITIS**