

**Position Title:** Marketing Data Tracking & Performance Analyst

**Position Classification:** Level 7

**Position Number:** 307466

**Faculty/Office:** Community & Engagement

**School/Division:** Brand, Marketing and Recruitment

**Centre/Section:** Creative and Digital Services

**Supervisor Title:** Head of Digital and Creative

**Supervisor Position Number:** 314315

**Your work area**

The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

The Digital and Creative Services team within BMR Division provides creative marketing services across the University. This area develops creative outputs aligned to and focussed to build the brand through the delivery of high quality communication and marketing material across a variety of engagement and media channels.

**Reporting Structure**

Reports to: Head of Digital and Creative

**Your role**

The Marketing Data Tracking & Performance Analyst is responsible for analysing traffic data across digital platforms – including but not limited to internal communication systems, general internet, social media and other devices such as mobiles, tablets or other digitally interactive information systems – to optimise performance as driven by dashboards, trends analysis, and consumer and market insights. The position is responsible for the timely dissemination of insights and reports of interpreted data and trends with recommendations in order to facilitate content and strategy action.

**Key responsibilities**

Develop University digital channel strategy (working in conjunction with Digital Strategy team)

Provide analysis and insights using Data Management Platform

Manage user segmentation and audience profiling

Create and manage key reporting dashboards

Review and audit performance across all digital channels

Drive data collection from all digital channels to appropriate filter through to CRM

Prepare comprehensive reports on how users behave and how they interact with client's digital initiatives through multiple data sources

Monitor social media profile on a regular basis

Report on the University's’ performance in social media (Working in conjunction with the Digital Strategy team)

Provide holistic analysis and actionable insight by using data and business savvy to identify strategic insights

Work in conjunction with User Experience team to Produce A|B and Multivariate Testing from concept to execution

Participate in the analytics implementation and data validation process for new site releases

Other duties as required

**Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency

Extensive experience analysing web site usage and auditing web site data, including the configuration and use of website analytics software

Extensive experience developing web sites using web content management systems, and sound knowledge and understanding of web technologies

Extensive experience in SEO, SEM optimisation, digital channel and social media use and tracking, and mobile data collection

Strong customer focus and organisational skills with the ability to manage multiple projects under tight deadline constraints

Ability to network effectively at all levels and influence without direct management oversight

Demonstrated strength in problem solving and analytics and capable of driving insight to action

Excellent verbal and written communications skills, including the ability to communicate on complex technical issues and to prepare correspondence, task documentation and reports

Ability to work independently, show initiative as well as working productively as part of a team

**Special Requirements**

Provision of support for University needs may require availability out of ordinary working hours

**Compliance**

**Workplace Health and Safety**

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

**Equity and Diversity**

All staff members are required to comply with the University’s Code of Ethics and Code of Conduct and Equity and Diversity principles Details of the University policies on these can be accessed at <http://www.hr.uwa.edu.au/publications/code_of_ethics>, <http://www.equity.uwa.edu.au>