



Job Title	Senior Web Analyst
Responsible to:	CEO
Location	York, England
Job Purpose	To lead the Web analytics function and to develop greater insight into how analytics can increase clients' sales, enquiries, donations and repeat business

About Applied Web Analytics

Applied Web Analytics, based in York, is the UK's leading multi-channel web analytics consultancy.. We use a range of quantitative (analytics, A/B testing, heat maps) and qualitative (online surveys, usability testing and expert reviews) tools to understand online visitors and their experiences. We provide a variety of services including simple Google Analytics health check, one-off projects and retained consultancy services. Our team includes copywriters, designers and developers which mean we don't just recommend Web site improvements, we can build them too. We are passionate about return on investment and offer all our clients a money back guarantee.

Main Duties

Client services

- Providing regular actionable insight into the behaviour of clients' online visitors and developing a roadmap of improvements via analysis, reports and presentation
- Facilitating KPI workshops and shaping clients' Web intelligence strategy
- Providing advanced technical support and escalating to vendors if necessary
- Developing and delivering both standard and bespoke Web analytics training courses
- Carrying out detailed reviews of our clients' competitors
- Acting as an agent of change within client organisations to create a culture of continuous testing and improvement

Business development

- Educating business leaders and producing articles, online PR and blogging
- Assisting in the development of new services and lines of business
- Assisting in with business development – attending meetings, input into proposals and developing ptiches

Co-ordination

- Acting as Account Director for a range of clients and ensuring there needs are met and expectations managed appropriately
- Briefing creative resources (copywriters and designers)

People

- Overseeing the development of Junior and Trainee Web Analysts
- Evaluating external training courses for staff development
- Motivates his/her team to high levels of performance

Person Specification

Experience

- Leadership of the analytics function within a client or supplier organisation
- At least 3 years experience of Web analytics using a variety of analytic packages in an e-commerce / multi-channel setting
- Detailed understanding of both the technology and marketing
- Commercial / business acumen
- Presenting numbers and numerical concepts in a simple and engaging way
- Sensitive to working with clients with limited resources

Knowledge

- Thorough grounding in direct and interactive marketing – offline and online and their interaction
- Web technologies including a programming language
- Grounding in basic marketing concepts

Skills

- Statistical modelling and use of statistical packages e.g SPSS and SAS
- Advanced Excel skills
- Critical thinking and able to apply numerical understanding to real-life situations
- Excellent written and oral skills

Qualification

- BSc Psychology / Maths / Statistics / Econometrics
- Foreign language

Desirable Experience and Qualities

- Embraces change and innovation
- Passionate about the internet and e-commerce
- Team player, flexible and committed

How to Apply

Please send your CV and a covering letter explaining your suitability for the role to jobs@appliedwebanalytics.com