



Digital Analyst

Grade	Grade E (£42,245 - including London weighting)
Type of contract	Permanent
Directorate	External Relations
Team	Digital Engagement
Reports to	Head of Digital Engagement
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office.
Hours	35hrs p/w

About the role

As Digital Analyst, you will play a crucial role as we establish a more data-driven and digital approach to our activities.

Our new strategy focuses on audiences that are most vulnerable to mental health problems, and you will be at the centre of setting benchmarks and supporting us to optimise our channels.

You will sit in the Digital Engagement team, within the Communications team and have three key functions:

- Support the Digital Engagement team to effectively track and measure activity from a variety of data sources including social media, email marketing, website and paid digital.
- Service other teams within the wider Communications and External Relations teams with campaign deepdives, reports and insight
- Proactively provide insight, via testing and analysis, to support a user-centred approach to charity activity across the website and organic and paid digital activity

The Digital Engagement team sits within the External Relations department and is responsible for our external-facing digital activities. You will work closely with colleagues in the Digital Platforms and Transformation and CRM teams to ensure a strategic, user-focused and integrated approach in line with our communications strategy.

You'll provide expert consultancy in the development of our approach to supporter engagement, fundraising innovation, and other cross-organisational initiatives.



Key Responsibilities

1. To provide objective and transparent analysis of digital data, using proven methodologies to identify areas for improvement and opportunities for investment in order to achieve Mind's strategic aims.
2. To work closely with individual Managers and Heads to identify insight needs, agreeing data sets and requirements for KPI monitoring.
3. To work in collaboration with the Data Insight Team to develop and provide a structured and coordinated data analysis service to all teams across Mind, producing detailed reports identifying key trends and patterns, interpreting the data into practical and useful recommendations to support strategic objectives.
4. To have an advanced understanding of Google Analytics and other digital analysis tools, and the ability to explain technical complexities to non-technical colleagues.
5. To work with Digital Engagement and other Digital and Data team colleagues to ensure that tests and tracking are configured correctly for reporting and optimisation.
6. To understand and champion the use of audience insights data and how to get the best from it, making recommendations for future activity based on detailed scrutiny.
7. To have an advanced understanding of Mind's technical infrastructure, CRM and CMS platforms, and general data management processes.
8. To represent the data insight service at departmental meetings as and when required, championing the service and value that it can offer.
9. To contribute to the development of a digital learning programme for staff, pro-actively organising training throughout the year.
10. To support the Data, Insight & CRM, Supporter Engagement and Heads of Digital with supporter journey planning, offering insight to different supporter profiles and providing analysis which will help Mind to improve its supporter experience and future segmentation.
11. To act as the senior support function in relation to digital analytics, troubleshooting complex issues and making recommendations for development.



Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.



Person specification

Essential criteria

1. Significant experience of producing analysis from a variety of digital data sources (including Google Analytics, email marketing, social insights and other tracking/performance monitoring tools) to inform marketing/fundraising strategies.
2. Significant experience of identifying and analysing data and translating it into actionable insights, to both technical and non-technical audiences.
3. Ability to use statistical analysis to find trends in data (e.g. descriptive and comparative statistics, correlation, hypothesis testing and regression / data modelling) and run robust A/B testing and optimisation projects.
4. Experience of developing tools and frameworks for monitoring the performance of digital marketing and/or products, including developing Google Analytics dashboards and custom reports.
5. Advanced understanding of Google Analytics, (including funnel analysis, segmentation, ecommerce tracking), Tag Manager, HotJar and Data Studio or Power BI. Ability to manage external suppliers that provide these tools and services.
6. Advanced knowledge of SEO best practice.
7. Ability to influence key stakeholders through interpersonal skills and verbal / written communication.
8. Experience of delivering an excellent service to internal stakeholders and maintain positive relationships with colleagues and suppliers.
9. Excellent organisational and project management skills, proven ability to project plan and meet key milestones and manage own workload.
10. Experience of integrating digital data sources with CRM database systems.



Desirable criteria

1. Previous technical experience of MS Dynamics CRM system
2. Experience of using Power BI or similar Business Intelligence tools to extract and analyse data.
3. Coding skills and familiarity with any of the following: Javascript, HTML, Python, R or SQL.
4. Empathy with Mind's aims and values, including an understanding of and commitment to Mind's equal opportunity policy.
5. Understanding of data management principles including CRM, CMS, API, data warehousing and journey planning.