



Job description

Marketing Data Analyst

Feb 2020

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched 24 partnerships with 19 universities in Europe, North America and Asia. We have enrolled over 50,000 students from 166 countries and now have about 1600 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

The digital marketing team based in Brighton oversees INTO's global web presence, develops and implements its digital recruitment strategy and employs a wide range of methods to track and monitor the effectiveness and impact of its activity. It works closely across many other functions within the company to maximize and continuously improve the contribution that digital makes to INTO's performance.

Reporting line

The role reports to the VP Digital Marketing.

Job purpose

This role will contribute to the achievement of online-sourced student enrolment through the development and implementation of a CRO test plan to drive online conversion and customer value on INTOSTudy.com and associated websites. It will also carry out analysis of digital marketing activities and contribute to strategic plans.

Key accountabilities and duties

- Creation and communication of the CRO test plan driving online conversion and customer value.

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- Identify opportunities for optimisation based on site analytics, reports, experience and digital best practices.
- Qualitative user research using a range of tools such as Hotjar.
- Design, build, run and analyse A/B and Multivariate tests
- Work with developer resource to ensure that proven changes are correctly implemented and tested
- Review competitors and other websites to identify potential opportunities
- Provide analytical reports on digital marketing performance and commentary to both INTO senior staff and JV partners
- Act as a point of liaison with the Salesforce and MIS teams to ensure integration of marketing data
- Ability to assess digital media plans
- Ongoing business and market analysis input to digital strategy and planning

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> • UK resident or work visa • Ability to work from the Brighton head office 	
Education/ qualifications	<ul style="list-style-type: none"> • Graduate (preferably with a BSc or equivalent) • Google Analytics trained 	
Experience/skills	<ul style="list-style-type: none"> • Strong knowledge of Google Analytics and reporting • Knowledge of working with Heap and/or Segment would be preferable • Working knowledge of current CRO practices and principles • Working knowledge of current SEO practices and principles • Understanding of social media metrics and performance • Strong Excel and PowerPoint skills • Ability to create clear, compelling reports to stakeholders • Experience of working with dynamic websites • Understanding of data processing and manipulation – especially integration with Salesforce and Microsoft PowerBI • Familiarity with web standards • Working knowledge of website management tools • Knowledge of current digital trends and best practice • Familiarity with testing platforms such as Optimizely, Google Optimize and Hotjar • Ability to communicate, build and manage relationships with peers, senior managers, University stakeholders and third-parties • Ability to work alone or as part of a team • Pro-active and able to prioritise, meet deadlines and deliver consistently well under pressure • Attention to detail 	<ul style="list-style-type: none"> • Familiar with working in an Agile environment • Awareness of developments and trends in international Higher Education

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