**Web Analyst / Senior Web Analyst**

**Worthing**

# What is the role?

This is a Technical Web Analyst or Senior Web Analyst role within a top 100 digital agency. Devising measurement strategies, implementing tracking, deep-diving into the data to extract actionable insights as well as the creation of performance reports, creation of automated dashboards and supporting the efforts of other internal teams with data are the core elements of the day-to-day business.

As part of a small team of specialists within an integrated digital marketing agency, the Web Analyst will be working closely with members of other Fresh Egg teams as well as senior clients and other stake holders. The team frequently provide training both, internally and externally as part of Fresh Egg’s service offering.

# Who are we looking for?

You’ll have at least 2 years’ experience working full time with a web analytics platform such as Google Analytics or Adobe Analytics and a tag management solution, ideally Google Tag Manager and have a real passion for all things data.

This role would suit someone from a Web Analytics background or someone from a technical background, such as a developer with a keen interest in web analytics, looking for a career change.

Can you work with our varied clients creating measurement strategies that align with their marketing and business objectives? Can you identify and validate KPIs and metrics, produce meaningful cross-channel dashboards and reports and provide actionable insight? Are you able to advise clients on maximising performance across all online marketing channels, e.g. natural and paid search, social, email, display and affiliate? Then we want to hear from you.

We are not necessarily looking for someone from a pure web analytics background but you will need excellent in-depth knowledge of digital marketing practices together with significant experience in planning, measuring and optimising digital campaigns.

# Skills, knowledge and experience:

* Proven Experience in working within a marketing/business intelligence environment
* Advanced ability of working with analytical tools (e.g. Google Analytics, Google Tag Manager, Adobe Analytics, Coremetrics, etc.),
* Strong proficiency in data analysis techniques and advanced Excel
* Experience working with Google Adwords and/or other paid search platforms
* Strong proficiency with Microsoft Word and PowerPoint for producing client reports and presentations
* Passion for data visualisation using a variety of tools and platforms
* Experience in identifying and validating strategic and tactical marketing objectives
* High level of experience in measuring and analysing online marketing campaigns including: natural and paid search, email, affiliate, display and social
* Enthusiastic and self-motivated, with the ability to lead projects proactively
* Meticulous attention to detail, with an overall passion for continual improvement
* Innovative and creative, with a logical and methodical approach to problem solving
* Credible and articulate, with excellent communication, presentation and interpersonal skills
* Ability to relay analytical insight to internal and external stakeholders with various levels of analytical and digital knowledge and at all levels of seniority

# Why you should join Fresh Egg

At Fresh Egg our founders (brother and sister and best friend) are our rocks. They’re involved in every aspect of the business and their love for the company is infectious. They keep us stable and strong, plus they’ve a wealth of experience to share.

We’re not in the centre of Brighton, which means you get a lot of other positives. You can head down to the beach at lunchtime for example and not have to fight off a hen or stag do for a spot. You might still get flocks of seagulls, but without the flocks of hipsters, and our Friday night drinks won’t bankrupt you.

We don’t do office politics. We have a mutual respect for one another’s abilities and share a common goal. Once you’re part of our family we work hard to reward and hold on to you.

We have a focus on integration and are keen to continue this by cross training within the organisation.

*Excellent training and personal development, scheduled research and development time, access to industry events, gym, games room, beer Fridays, comprehensive benefits…….and lots more..!*

**Salary:** We are aware of how much talent costs in this industry. Salaries are negotiable dependent on experience.

Check out the video for our office: <http://www.youtube.com/watch?v=SSM1GQ1B7tY&feature=related>