

**Job Title: Business Intelligence Analyst – Google Analytics**

**Salary: £40,000**

**Dept: Business Intelligence**

### **Company description**

Our Media is a leading special-interest content business, based in the buzzing, creative city of Bristol. We're home to market-leading brands in craft, cycling, science and nature, homes and music.

We help our audiences pursue their passions through highly trusted, original content – in print, video and online. Our much-loved brands include BBC Science Focus, BBC Wildlife Magazine, YourHome, Gathered.how, BikeRadar and Cycling Plus.

We also have an award-winning content agency that works with major charities, brands and membership organisations to help them tell their stories and engage audiences better – in print, video, and online.

### **Position**

We're looking for a Business Intelligence Analyst – Google Analytics to play a vital role in implementing and trouble shooting tagging and tracking across a suite of websites.

You will collect, analyse, and interpret web traffic data and combine it with offline behaviour to provide actionable insights and strategic guidance.

You will communicate these insights back to stakeholders (both internal and external) to aid and inform decision-making across different areas of the business.

### **Responsibilities**

#### **Data Collection and Analysis:**

- Configure tags, triggers, and variables in Google Tag Manager to track user interactions and events accurately.

- Implementing and troubleshooting tracking pixels for social media and PPC channels (e.g., Facebook Pixel, Google Ads Conversion Tracking).
- Manage tagging and tracking implementations, ensuring data integrity and accuracy across digital platforms.
- Analyse online data through GA4 using statistical techniques and data visualisation tools to identify trends, patterns, and correlations.
- Monitor key performance indicators (KPIs) and develop self-serve dashboards to allow teams to monitor business performance.
- Identify opportunities for conversion rate optimization and provide actionable recommendations to enhance user experience.
- Liaise with internal and external stakeholders (including our subscription bureau) to capture analytical requirements and ensure successful tagging and tracking implementation to facilitate these.

#### **Insight Generation:**

- Translate data analysis into actionable insights that inform strategic decision-making.
- Collaborate with the Customer Marketing and Brand teams to shape strategies based on analytical insights.
- Present findings and recommendations to stakeholders in a clear and compelling manner.

#### **Strategic Planning:**

- Collaborate with stakeholders to help in the development and execution of strategic plans based on data-driven insights.
- Provide data led recommendations to support business growth and innovation initiatives.

#### **A bit about you**

##### **Essential**

- Proven experience in a similar role utilizing Google Analytics; certification is a plus.
- Ability to work flexibly to cope with the varying demands of the role and achieve desired results.
- Collaborates and unites with others behind the organisational goals.
- Ability to work on own initiative and within a team.
- Embraces change and drives continuous improvement.

- Demonstrated integrity, professionalism, and commitment to excellence.

#### Technical skills:

- Experience with setting up tags and event tracking in Google Tag Manager.
- Experience using Google Analytics 4 tools to analyse customer behaviour.
- Utilizing conversion APIs to enhance event tracking and attribution.
- Ensuring data accuracy and integrity in tracking codes and tags.
- Integrating Google Analytics with other data and marketing tools and platforms for comprehensive data analysis.
- Knowledge of analytic tools, data analysis principles and quantitative methodologies used to gain insights into data and present findings to varied audiences.
- Experience in using data visualisation tools such as Power BI, Tableau, Looker Studio, or similar platforms.

#### Communication and Presentation Skills:

- Strong interpersonal, communication and presentation skills.
- Experience of report writing and presenting, with the ability to convey technical concepts to non-technical stakeholders.
- Experience of building relationships with stakeholders and collaborating with others to achieve organisational objectives.
- Engaging style that will facilitate continual dialogue with stakeholders/business users to uncover insight and improve the service.

### **Desirable**

#### Technical skills:

- SQL skills for data extraction, manipulation, and analysis.
- Knowledge of statistical analysis and predictive modelling techniques.
- Experience using statistical packages for analysing large datasets (Excel, SPSS, SAS etc.).

#### Communication and Presentation Skills:

- Experience of presenting commercially sensitive information.
- Skilled in negotiating and influencing discussions to achieve desired results.

### **Other information**

We respect and value differences. We believe that when people from different backgrounds and with different perspectives work together, we can create the most value for our people, readers, customers, and society. If you are excited about this role but your experience doesn't align perfectly with everything listed in the job description, we encourage you to apply anyway, as you may still be a good fit for this or other roles.

We're striving to create a more diverse and inclusive environment and to ensure our content is representative of all our audiences. We have established five internal D&I network groups to help our people feel supported and included, and to provide an open environment for people to network, mentor and exchange ideas, solutions, and experiences. If there is anything we can do to make our recruitment process more accessible for you, please do let us know at [recruitment@ourmedia.co.uk](mailto:recruitment@ourmedia.co.uk).

### **Flexible and hybrid working**

We know we create great things and have fun when we come together in person and collaborate. We also know that working from home brings great benefits in terms of being able to focus on our work, and manage our personal lives around our roles. With this in mind, we have established a hybrid working pattern, with 60% of the working week spent in the office.

Our people also benefit from a flexi time policy, and a flexi location policy which gives everyone the opportunity to work from another location for two weeks during the year.

We are open to discussion about flexible working requests for any flexibility needs not covered by these policies.

### **Company benefits include**

- Pension contribution matched to 5%
- Season ticket loan
- Hybrid working pattern, flexi start/finish time

- 25 days annual leave plus bank holidays, plus Christmas closure, plus your birthday off
- Option to buy/sell up to 5 days holiday a year
- Social committee, regular in-house learning events
- 4x life assurance

### **Our values**

We strongly believe that work is not just about what we achieve, but how we achieve it. We want our people to thrive and develop, and we want to effect positive change in the world.

We have an ambitious and robust sustainability strategy, which includes a zero-to-waste, renewable-energy-fuelled office at Eagle House, the complete removal of single-use plastics from our supply chain, and a roadmap to be fully carbon neutral by 2030.

To put that spirit at the heart of our business, we created a set of values with input from everyone here. Our values are:

- **Be kind**
- **Always curious**
- **Be the best we can be**

**Apply today to take the next step in your career with Our Media.**

**The closing date for this role is 1<sup>st</sup> December 2024, however, we may close the role before the deadline, so please apply early to avoid disappointment.**