Digital Analyst

London, GB

BT

Our purpose is to use the power of communication to make a better world. For each other, for our customers, and for society. We need you to help us do this. Our brand is worth billions and we need people with passion, energy and dedication to promote it, protect it and make sure our values shine through everything we do. You’ll be part of a busy team at the heart of a global brand.

BT values

The role
Digital Analyst role to help the business understand the impact of our digital activity on brand consideration, identify customer insights and set targets for BT Group.

What You’ll Be Doing

- Monitoring and reporting on the performance of our brands in digital media (websites, apps, social media, advertising) via internal and external analytics tools
- Defining and agreeing key metrics to measure digital activity consistently across BT Group, helping the business to optimise activity and investment
- Monitoring BT Group’s social media activity using social media analytics and social listening tools (currently Brandwatch) and make improvements
- Identify trends, opportunities and best practices, capturing industry benchmarks and setting targets across channels
- Track and deliver marketing campaigns when required, reporting on the brand impact
- Influence and help the business and our partners/agencies adhere to a consistent measurement approach

What You’ll Already Be Great At

You’ll be brilliant at interpreting complex information and turning that into understandable insights that the business can use to improve marketing and communications activity. You’ll also have strong communication skills, being able to create and share updates and reports to key stakeholders. You’ll have a good understanding of the digital landscape and experience of tracking digital marketing activity against business objectives and reporting on results. You’ll understand the key brand drivers in digital and have experience of working with segmentation across a wide customer base. You’ll also have strong experience using Google Analytics, Adobe Analytics, various social media analytics and social listening tools (e.g. Brandwatch, Spredfast) and working knowledge of the principle social media platforms.
- A degree, preferably in Mathematics, Statistics, Engineering, Economics or science.
- Qualifications in the above systems desirable but not necessary.
- Experience delivering digital marketing campaigns with audience segmentation, measuring and reporting on results.
- In-depth working knowledge of principle social media platforms and social media analytics tools.
- Good understanding of digital performance measurement against commercial goals: SEO, Conversion, CPA, CTR, brand awareness & consideration.
- Up to date knowledge of key issues, trends and drivers in digital marketing & social media.
- Managing your time – must be self-motivated to prioritise and manage workload and meet critical project milestones and deadlines.
- Solving problems – excellent problem-solving skills.
- Working in teams – excellent interpersonal skills and the ability to build good working relationships.

Do you want to shape the way we deliver digital brand activity? Apply via our recruitment portal today to be considered.

**Job function:** Online Marketing

**Main location:** UK & Ireland-United Kingdom-London-London

**Schedule:** Full-time

**Working pattern:** Standard

**Salary:** competitive

**Closing date:** Jun 30, 2017, 5:59:00 PM

Apply

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