



Web & Data Analytics Executive



Role Description

GRADE

Grade 4

LOCATION

Sighthill

LINE MANAGER

Web Experience
Manager

Role Summary

The Marketing and External Relations Department aims to be regarded as a strategic service that is integral to the University's Strategy by providing innovative and expert marketing and communications advice and services. Our key objectives are to:

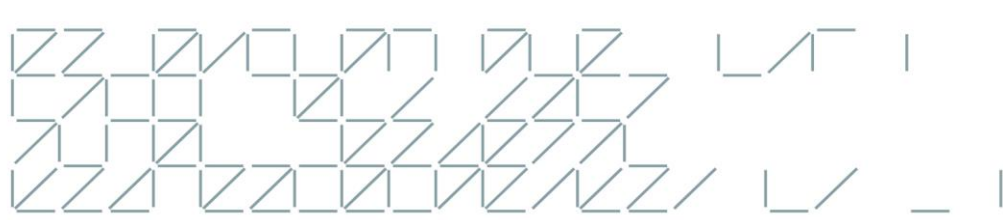
- a) Support the recruitment and conversion of prospective students by delivering personalised and evidence-based activities in content marketing
- b) Drive the internal and external academic reputation of the University, including a positive and engaging user journey on www.napier.ac.uk
- c) Create a consistent visual brand across all online and offline communications to engage students, staff, alumni and stakeholders
- d) Provide a professional results-focused Marketing and External Relations service to the University community, prioritising the activities outlined above, prioritising Strategic objectives.

Line Management Responsibility for:

This role does not have any line management responsibilities currently.

Main Duties and Responsibilities

- Support the ongoing development and improvement of the University website (www.napier.ac.uk), in line with the Marketing and External Relations Strategy, to support key user journeys by providing analytics, making recommendations, and liaising with colleagues (including Information Services) on implementation.
- Maintain the online courses database working with internal contributors to ensure all course listings are in place quickly, accurate and engaging to read.
- Administer the day-to-day running of the website, ensuring content is published in a timely manner, providing training and support to colleagues on editing the website.
- Provide insight and evidence based on analysis of website and website content performance data, producing regular reporting on KPIs to senior colleagues.
- Interpret digital data to inform digital improvement projects in order to improve the user experience and recruitment conversions.
- Provide advice and input to university meetings and steering groups as required.
- Any other duties requested by the line manager and Head of Marketing.
- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with all applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).



PERSON SPECIFICATION

ESSENTIAL DESIRABLE

Education / Qualifications

- | | | |
|--|---|---|
| • Degree or equivalent | ✓ | |
| • Further qualification in multi-media, web or digital marketing | | ✓ |

Skills / Experience

- | | | |
|--|---|---|
| • Experience of working with complex websites and CMS | ✓ | |
| • Experience of using Google analytics and complex data sets to make website improvements | ✓ | |
| • Experience of working within a communications/marketing environment delivering on agreed objectives and operational priorities | ✓ | |
| • Project management experience | ✓ | |
| • Excellent IT skills including the use of web-related technologies and multi-media programmes | ✓ | |
| • Demonstrable knowledge of web and digital technologies and developments | ✓ | |
| • Excellent interpersonal and communication (oral and written) skills including strong attention to detail | ✓ | |
| • Ability to be flexible, adaptable and work well under pressure | ✓ | |
| • Commitment to high service standards and customer focus | ✓ | |
| • Ability to work as part of a team and on own initiative | ✓ | |
| • Experience of using Sitecore CMS | | ✓ |
| • Experience of using HTML | | ✓ |
| • Understanding of legislation governing websites | | ✓ |
| • Understanding of data protection, copy-right and accessibility issues | | ✓ |