

JOB DESCRIPTION

NAME:		REPORTING TO:	Marketing Insights Manager
POSITION TITLE:	Insights Analyst	DIRECT REPORTS:	None
DEPARTMENT:	Marketing Services & Innovation	LOCATION:	Melbourne, AU

POSITION PURPOSE:

Our customers' digital experience is of the utmost importance to us. As Insights Analyst you'll be responsible for uncovering digital insights at Intrepid Group to drive business outcomes through informing & improving digital marketing, development, content creation, email marketing and ultimately, the customer experience of our products.

Your key responsibility will be to champion insights-led decision making across the marketing teams by providing regular reporting and uncovering insights from website and digital marketing activity. You will play a key role in analysing the Intrepid Group brand's online traffic and how that converts into offline and online sales, and customer satisfaction. Reporting to our Insights Manager, you will join a team of user experience, SEO and product management professionals embedded into agile delivery streams.

Working with stakeholders you will define and communicate insights that improve conversion across digital channels. The role will support the digital transformation at the Intrepid Group from digital reporting & insights perspective in both execution and education.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification (Business, IT or Data science)
- 2+ years in a Digital Analyst role
- Effective in communicating insights to drive organizational change
- Strong experience in analyzing web traffic patterns & metrics in an international eCommerce environment.
- Experience with tag management tools
- Advanced Excel and expert knowledge of Google Analytics 360
- Proven success implementing and analyzing with A/B & MVT tests to drive change
- Functional understanding of Javascript as it applies to tag management

OTHER SKILLS AND ATTRIBUTES

- Understanding and alignment with the company's core values
- Able to take a collaborative approach in engaging with different parts of the business
- Strong attention to detail, ability to multi-task and prioritize a diverse set of tasks
- R, Python, SQL and building dashboards in Tableau/Google Data Studio advantageous but not essential

Operational Accountabilities of Role	Benchmark Measure
Manage digital reporting tools <ul style="list-style-type: none"> • Manage and enhance the groups digital tracking capability & reporting tools 	<ul style="list-style-type: none"> • Manage Google Analytics 360 • Manage Tealium AudienceStream and Salesforce integration
Digital reporting and communication <ul style="list-style-type: none"> • Defining, analysing and managing web traffic reports/dashboards • Supporting the performance of digital marketing activities & campaigns. • Assist in production of the Customer Journey using quantifiable data • Assist in establishing KPIs for online marketing campaigns 	<ul style="list-style-type: none"> • Automate monthly digital reports • Produce quarterly & annual insights reports • Maintain and setup dashboards for various departments • Utilise data attribution reporting in GA Premium for use by digital marketers

Operational Accountabilities of Role	Benchmark Measure
<p>Conversion rate optimisation</p> <ul style="list-style-type: none"> Monitoring, optimising and measuring web trends, traffic metrics and funnel performance 	<ul style="list-style-type: none"> Improved goal conversion rate
<p>Agile responsibilities</p> <ul style="list-style-type: none"> Collaborate with the UX and development teams to AB/MVT test prototypes and identify and test opportunities for both conversion rate optimization and improved user experience Assist in setting and tracking KPIs for development work 	<ul style="list-style-type: none"> Sprint teams have the insights that they need to work effectively Improved goal conversion rate